DECEMBER 26, 1949 PRICE 25 CENTS

BROADCASTING
The Newsweekly of Radio and Television
TELECASTING

TECHNOLOGY DEPT.
PUBLIC LIBRARY
DEC 2 1949
DETROIT

DR. Forest L. Whan and his Wichita University staff interviewed over 9,000 Iowa families (*1 out of every 85 in the State!*) to secure the data now available in the 1949 Iowa Radio Audience Survey.*

These families represent a mathematical cross-section of Iowa's city, town and farm audience. Thus the Survey is not only able to make revealing *comparisons between* urban and rural listening habits, but also gives typical characteristics of the Iowa audience *as a whole.*

In addition to all the standard information for which the Survey is famed, the 1949 Edition contains much new and valuable data about *changes* that have taken place in Iowa listening habits, *since 1941.*

Every advertising and marketing man who is interested in Iowa radio should have a copy of this remarkable Survey. Get yours today! *Write WHO, or ask Free & Peters.*

*The 1949 Iowa Radio Audience Survey is a "must" for every advertising, sales or marketing man who is interested in Iowa.

The 1949 Edition is the twelfth annual study of radio listening habits in Iowa. It was made by Dr. F. L. Whan of Wichita University—is based on personal interviews with over 9,000 Iowa families, scientifically selected from cities, towns, villages and farms all over the State.

As a service to the sales, advertising and research professions, WHO will gladly send a copy of the 1949 Survey to anyone interested in the subjects covered.

WHO
for IOWA PLUS!
DES MOINES . . . 50,000 WATTS
Col. B. J. Palmer, President
P. A. Loyet, Resident Manager

FREE & PETERS, INC.
National Representatives

CBS

WHAS AM FM TV

Louisville, Kentucky

50,000 WATTS ★ 1A CLEAR CHANNEL ★ 840 KILOCYCLES

VICTOR A. SHOLIS, *Director* • NEIL D. CLINE, *Sales Director*

REPRESENTED NATIONALLY BY
EDWARD PETRY AND COMPANY

and therefore Selling

THE ONLY RADIO STATION SERVING ALL OF THE RICH KENTUCKIANA MARKET

Goodbye, 1949

.. a good year to remember!

1949 has been a busy year for Westinghouse stations.. and for the hundreds of advertisers who use them! Our 1949 scrap-book shows a whole panorama of awards won, of sponsors' sales increased, of high ratings scored. Here are just a few of these pleasant souvenirs..

KEX, in Portland, Oregon, remembers that 1949 time sales soared ahead of 1948 in all three divisions: local, spot and network! KEX remembers, too, that the Grocery Manufacturers of America chose Kay West as winner of their "Lifeline of America" national radio trophy.

KYW, in Philadelphia, recalls a significant increase in number of local sponsors.. and remembers a big expansion in its coverage area, thanks to a new antenna system. This, plus more potent programming, won a notable increase in mail response.

WBZ, in Boston, remembers winning *six* awards for programming and promotion, helping to make this station even more influential in its rich market-area. WBZ-TV recalls a three-fold increase in sales.. plus program ratings that jumped from 35% to 83% for comparable shows.

KDKA, in Pittsburgh, recalls that local time sales continued to rise in 1949.. that Janet Ross was the only radio personality on the Fashion Study tour of Europe.. that this station played a big part in Pittsburgh's famed improvement program.. and that several bright new participation shows were sold out almost from the start.

WOWO, in Fort Wayne, remembers winning *nine* awards for programming and promotion. And WOWO appreciates the continuing listener-interest reflected in Hoopers such as 44.2, 42.4, 36.2—routine ratings for this wide-awake station in this 59-county Midwestern market-area!

Hello, 1950

.. a year when advertisers can expect even bigger things from

WESTINGHOUSE RADIO STATIONS Inc

KDKA • KYW • WBZ • WBZA • WOWO • KEX • WBZ-TV

National Representatives, Free & Peters, except for WBZ-TV; for WBZ-TV, NBC Spot Sales

Published every Monday, 53rd issue (Year Book Number) published in February by Broadcasting Publications, Inc., 870 National Press Building, Washington 4, D. C.
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Closed Circuit

IN ANOTHER SNOWSTORM of opinions FCC last week finally decided three-year-old Don Lee renewal case, ruling in favor of regular renewals by 4-2 vote (Hyde, Jones, Sterling and Webster against Coy and Hennock). Messrs. Jones and Webster filed separate concurring opinions, with Miss Hennock entering lengthy dissent and Chairman Coy supplemental dissent. Issue arose over alleged infraction of so-called network regulations dealing with option time.

FIVE will get you ten along Washington's legal front that the FCC gingerly will drop its proposal which would require AM stations with FM affiliates to program both simultaneously. Barrage of opposing briefs evidently has convinced FCC that it would force more FM station closures, rather than benefit advancement of that service.

CECIL & PRESBREY, New York, embarking on expansion in line with acquisition of new accounts. Sylvania Electric Products Co. latest account reportedly moving to C&P from Cunningham & Walsh, successor agency to Newell-Emmett. Joseph C. Lieb, now account executive with Geyer, Newell & Ganger, will join C&P Jan. 1 as part of latter agency's expansion.

RED FACES—some from anger, some embarrassment—glowed in Washington last week after one of radio's biggest recent mistaken-identity cases. Recipient of rough letter from Southern broadcaster, FCC Chairman Coy wrote sharply to man he thought was broadcaster's attorney, later took it all back when he learned he had wrong lawyer, wrong firm.

BURIED in official minutes of recent world labor conference in Geneva will be story of how musicians' union failed in effort to jam through ban on use of phonograph records for broadcasting. NAB's Richard P. Doherty, of U. S. delegation, credited with sidetracking Petrillo-inspired gag.

WILLIAM WRIGLEY JR. Co., Chicago, (Chewing Gum) plans intensive spot announcement and program campaign on WNAC Boston next month, with results determining possible expansion to full Yankee Network with quadrupled schedule. Test scheduled to run 13 weeks minimum. Agency, Arthur Meyerhoff, Chicago.

EMERSON DRUG CO., Baltimore, will start spot announcement campaign first week of January in 25 markets.

ALTHOUGH Feb. 8-10 meeting of NAB board is now slated as final session of body as presently constituted, move has developed to have one more meeting prior to NAB national convention in April. Seven of 18 directors whose terms expire in April ineligible to run for re-

(Continued on page 90)

Upcoming

Dec. 28: National Television Film Council quarterly forum, Astor Hotel, New York.

Jan. 12: Federal Communications Bar Assn. dinner honoring FCC, Mayflower Hotel, Washington.

Jan. 12-13: Liquor Advertising hearing, Senate Interstate & Foreign Commerce Committee, Washington.

Jan. 13: Radio and Television Award Dinner, Waldorf-Astoria, New York.

(Other Upcomings on page 45)

Bulletins

CHEVROLET last Friday purchased CBS one-timer for Jan. 1, 5-5:45 p.m., titled *Mid-Century*. Program, purchased through Campbell-Ewald, will feature all CBS correspondents, to be flown from points around globe to New York especially for show, discussing world scene at mid-century and essaying trends. Edward R. Murrow, will chairman discussion.

LUX RADIO THEATRE TOPS NATIONAL NIELSEN RATINGS

NATIONAL Nielsen ratings for extra week, Nov. 13-19, list *Lux Radio Theatre* with 26.2% of homes, down .7% from previous rating but still well above second-place Jack Benny, 22.3%. Other top programs include:

My Friend Irma, 20.5%; *Arthur Godfrey's Talent Scouts*, 20.3%; *Charlie McCarthy*, 18.3%; *Walter Winchell*, 17.9%; *Amos 'n' Andy*, 17.9%; *Bob Hope*, 17.1%; *Mystery Theatre*, 16.9%; *Red Skelton*, 16.7%; *Fibber McGee & Molly*, 16.4%; *Day in Life of Dennis Day*, 16.4%; *Mr. Chameleon*, 15.9%; *Mr. Keen*, 15.2%; *Judy Canova*, 15.1%; *You Bet Your Life*, 15.1%; *Inner Sanctum*, 14.9%; *Crime Photographer*, 14.5%; *Truth or Consequences*, 14.5%; *Dr. Christian*, 14.4%.

JACK BENNY RANKS FIRST IN NEW HOOPERATING

FIRST place in Dec. 15 Hooper nighttime report goes to *Jack Benny* with 26.6 rating, close to figure year ago. Runnerup is *Radio Theatre*, rated 22. Other night leaders are: *Fibber McGee & Molly*, 20.4; *Godfrey's Talent Scouts*, 19.7; *My Friend Irma*, 19.3; *Bing Crosby*, 19.2; *Bob Hope*, 18.7; *Mr. Chameleon*, 17.4; *Amos 'n' Andy*, 17.3; *Charlie McCarthy*, 17.3; *Big Town*, 16.8; *Walter Winchell*, 16.7; *People Are Funny*, 16.1; *This Is Your FBI*, 15.9; *Mr. Keen*, 15.8.

Daytime leader is *Ma Perkins*, 7.7, followed by *Romance of Helen Trent*, 7.6. Other top daytimers are: *Arthur Godfrey* 7.1; *Aunt Jenny*, 7.1; *Guiding Light*, 6.8; *Our Gal Sunday*, 6.8; *Portia Faces Life*, 6.8; *When a Girl Marries*, 6.6; *Big Sister*, 6.5; *Stella Dallas*, 6.5; *Young Widder Brown*, 6.5.

Business Briefly

PILLSBURY ON COAST ● Globe Mills Division of Pillsbury Mills, Los Angeles, Jan. 1 starts *It's Fun to Be Young*, on 12 Columbia Pacific Network stations, 52 weeks. Agency, Leo Burnett Co., Los Angeles.

PUBLISHER'S SERIES ● Doubleday & Co., New York (books) Jan. 6 starts *Premier Theatre* film series on WPIX (TV) New York, Fri., 8 p.m., 13 weeks. Agency, Huber Hoge & Sons, New York.

SAKS RENEWAL ● Saks Fifth Avenue, New York department store, renews participations in *Hopalong Cassidy* on WNBT (TV) New York, Sun., 5:30-6 p.m., 39 weeks. Agency, James R. Flanagan Agency, New York.

KRANK TEST ● Consolidated Royal Chemical Co., Chicago, for Krank's Shave Kreme sponsoring six-second sound-on-film commercial on WNBQ (TV) Chicago for an indefinite period. More TV stations expected to be added after initial consumer response is checked. Agency, Ruthrauff & Ryan, Chicago.

RADIO, TV SET OUTPUT REACHES 1949 RECORD

OUTPUT of radio and television sets rose to new 1949 records in November, five-week work month, according to Radio Mfrs. Assn., reaching total of 1,324,359 units. TV sets came off line at rate of 82,845 sets weekly or total of 414,223 for month.

Highest weekly rate of TV output was 95,813 receivers. RMA represents about 80% of total TV production. Eleven-month TV output reached 2,121,836 sets, with RMA estimating total industry output for 11 months at over 2,400,000 sets.

AM-only production totaled 787,533 sets in month, 1949 record and bringing 11-month 1949 AM-only total to 5,700,989.

FM-AM production jumped sharply to 122,603 sets in November, total of 788,955 for 11 months. In addition 60,108 TV sets were equipped for FM reception, with possibly 350,000 TV-FM sets turned out in 11-month period for estimated total of 1,139,000 FM receivers produced by RMA members.

RCA DEALER DISCS

RCA has cut open-end one-minute transcriptions featuring Hollywood stars and avertising RCA Victor products for use by dealers on local stations. Discs also include plugs for screen directors playhouse to be sponsored by RCA on NBC starting Jan. 6.

TEXACO TOPS TV RATINGS

TOP TEN TV network Teleratings reported by C. E. Hooper Inc., for November are as follows: *Texaco Star Theatre*, 65.0; *Toast of the Town*, 48.6; *Arthur Godfrey's Talent Scouts*, 42.8; *Stop the Music*, 39.1; *Arthur Godfrey and His Friends*, 39.1; *Fireside Theatre*, 38.1; *Studio One*, 36.0; *Big Story*, 35.9; *Original Amateur Hour*, 35.7; *Lone Ranger*, 34.8.

Whether you sell . . .

beneficial **b**ooks on **b**usiness, **b**andaging, **b**arristers, **b**anking or **b**uilding . . . **b**etter **b**uy radio . . . **b**etter **b**uy WGN!

WALTER E. THWING, President
DAVID ALTMAN, Vice President
F. J. AUSLANDER, Treasurer

THWING & ALTMAN, INC
ADVERTISING
444 MADISON AVENUE, NEW YORK 22, N. Y.

July 28, 1949

Mr. Ed Gerken
Radio Station WGN
Eastern Advertising Office
220 East 42nd Street
New York 17, New York

Dear Ed:

Here are the executed copies of our contract with WGN for your file. It is unnecessary for me to say that I am always very enthusiastic about placing the Wm. H. Wise & Co., Inc. account on your station because WGN has always been one of the most outstanding stations on our schedule.

Not only has WGN proved to be a really successful operation for us but the sincere and wholehearted cooperation we have always received from the station's staff and yourself has always made it a pleasure to do business with you.

I can truthfully say that dollar-for-dollar WGN has always pulled more than its share of orders.

With this contract, I am looking forward to another very successful season on your station.

Kindest personal regards.

Cordially,

Vice President
In Charge of Radio & Television

Joe Gans/mc
enc.

MEMBER AMERICAN ASSOCIATION OF ADVERTISING AGENCIES MEMBER AUDIT BUREAU OF CIRCULATIONS

Yes, Radio Sells . . . and here's proof again that WGN is a result-getter for its advertisers. This is just one among many testimonials to WGN's sales effectiveness. That's why we say—make your next buy your Best Buy with WGN!

WGN reaches more homes each week than any other Chicago station. — 1949 Nielsen Annual Report

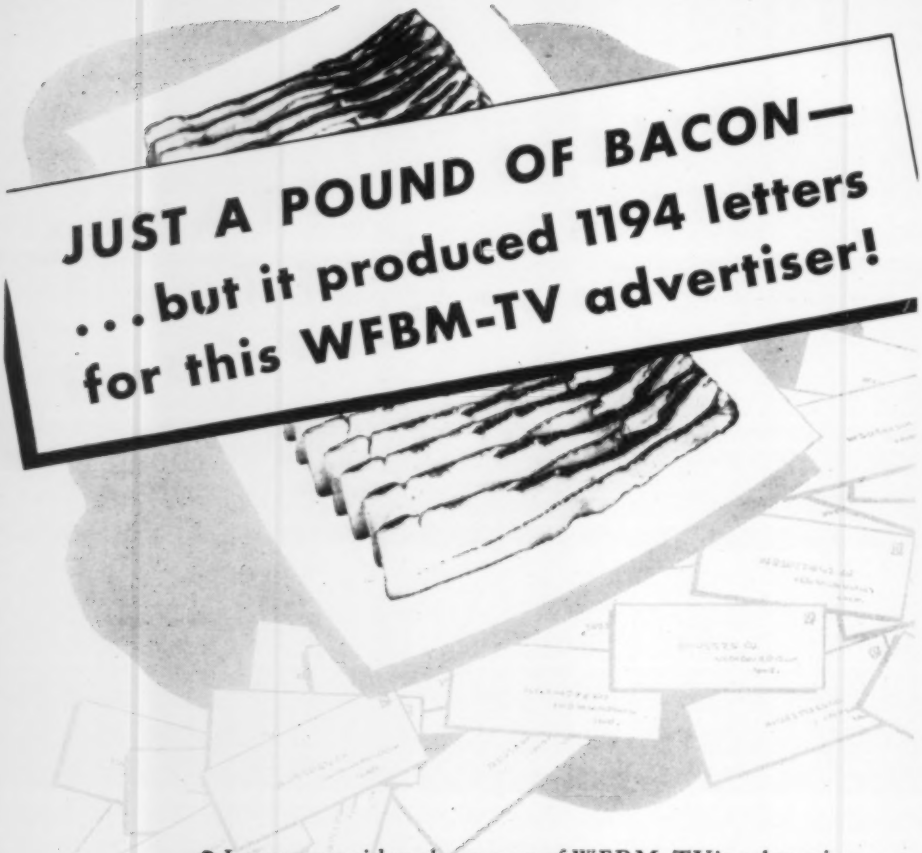
A Clear Channel Station . . .
Serving the Middle West

WGN

MBS

Chicago 11
Illinois
50,000 Watts
720
On Your Dial

Eastern Sales Office: 220 East 42nd Street, New York 17, N. Y.
West Coast Representatives: Keenan and Eickelberg
235 Montgomery St., San Francisco 4 • 2978 Wilshire Blvd., Los Angeles 5
710 Lewis Bldg., 333 SW Oak St., Portland 4



JUST A POUND OF BACON— ...but it produced 1194 letters for this WFBM-TV advertiser!

● In a recent video show, one of WFBM-TV's sales-wise advertisers took 20 seconds time to offer a pound of bacon to all who sent in the right answer to a simple identify-this-picture question.

1194 pieces of mail promptly flooded us. The Indianapolis and vicinity response was terrific, *but over ¼ of the entries came from within a 75-mile circle outside the Hoosier Capital City*—from other lush markets like Terre Haute, Columbus, Richmond, Muncie and Logansport!

WFBM-TV *claims* only the heart of Indiana's enormous buying power (the average family's annual income is nearly $5200) . . . but obviously *gives* a big bonus of extra buyers in many other well-worth-cultivating population centers.

Don't miss *your* chance to get in the act. See the nearest Katz man for WFBM-TV availabilities!

First IN INDIANA ANY WAY YOU JUDGE!

WFBM-TV INDIANAPOLIS

BASIC AFFILIATE: Columbia Broadcasting System

Represented Nationally by The Katz Agency

Associated with: WFDF *Flint*—WOOD *Grand Rapids*—WEOA *Evansville*

BROADCASTING TELECASTING

Published Weekly by Broadcasting Publications, Inc.

Executive, Editorial, Advertising and Circulation Offices: 870 National Press Bldg. Washington 4, D. C. Telephone ME 1022

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FEATURE CALENDAR

First issue of the month: AM Network Showsheet
Second issue: Network Boxscore; How's Business
Third issue: Trends Survey
Last issue: Telecasting Showsheet

At Washington Headquarters

SOL TAISHOFF
Editor and Publisher

EDITORIAL

ART KING, *Managing Editor*

J. Frank Beatty, Rufus Crater, *Associate Editors;* Fred Fitzgerald, *News Editor;* Tyler Nourse, Jo Hailey, *Assistants to the News Editor.* STAFF: David Berlyn, Lawrence Christopher, Mary Ginn, Tom Hynes, John Osbon, Ardinelle Williamson. EDITORIAL ASSISTANTS: Audrey Boyd, Estelle Dobschultz, Kathryn Ann Jones, Pat Kowalczyk, Wilson D. McCarthy, Jean D. Statz; Eleanor J. Brumbaugh, *Assistant to the Publisher.*

BUSINESS

MAURY LONG, *Business Manager*

Winfield R. Levi, *Assistant Advertising Manager;* George L. Dant, *Adv. Production Manager;* Harry Stevens, *Classified Advertising Manager;* Eleanor Schadi, Phyllys Steinberg. B. T. Taishoff, *Treasurer;* Irving C. Miller, *Auditor and Office Manager;* Eunice Weston.

CIRCULATIONS AND READERS' SERVICE

JOHN P. COSGROVE, *Manager*

Lillian Oliver, Warren Sheets, Elaine Haskell Edward V. Duggan, Grace Motta, Chapalier Hodgson.

NEW YORK BUREAU

250 Park Ave., Zone 17, PLaza 5-8355

EDITORIAL: Edwin H. James, *New York Editor;* Herman Brandschain, *Asst. to the New York Editor;* Florence Small, Gloria Berlin, Betty R. Stone.

Bruce Robertson, *Senior Associate Editor.*

ADVERTISING: S. J. Paul, *Advertising Director;* Eleanor R. Manning.

CHICAGO BUREAU

360 N. Michigan Ave., Zone 1, CEntral 6-4115

William L. Thompson, *Manager;* Jane Pinkerton.

HOLLYWOOD BUREAU

Taft Building, Hollywood and Vine, Zone 28. HEmpstead 8181

David Glickman, *West Coast Manager;* Ralph G. Tuchman, *Hollywood News Editor;* Ann August.

TORONTO

417 Harbour Commission Bldg. ELgin 0775

James Montagnes.

BROADCASTING * Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING *—The News Magazine of the Fifth Estate. Broadcast Advertising * was acquired in 1932 and Broadcast Reporter in 1933.

* Reg. U. S. Patent Office

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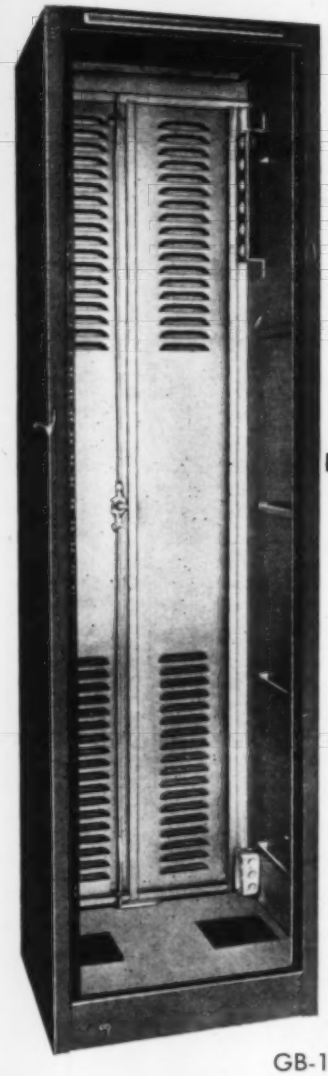
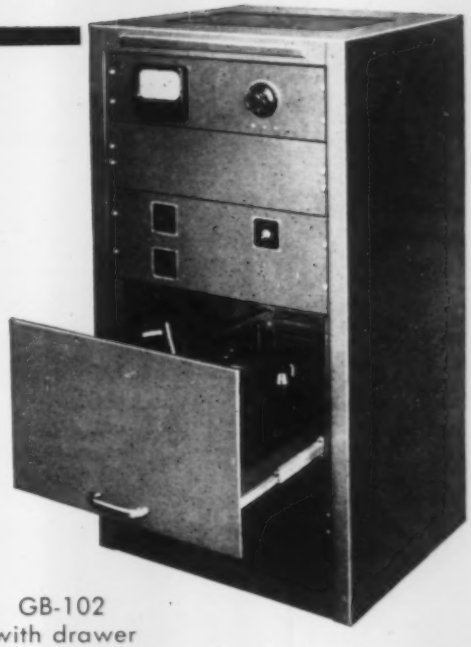
Subscription Price: $7.00 Per Year, 25c Per Copy



GraybaR has cabinets

with these 11 features!

- Easily removable double doors permit installation close to wall.
- Extensively louvered doors and ventilated top allow heat dissipation.
- Polished stainless steel top trim, side trim optional.
- Bright aluminum interior finish for improved illumination.
- Attractive, light, aluminum gray (Western Electric) exterior finish; other finishes furnished to order.
- Handy spare tube socket supports (6 sockets each).
- Side knockouts facilitate inter-wiring of adjacent mounted racks.
- Cable forms each side.
- 110 volt receptacle box.
- Two ground terminations.
- Two large 6" x 6" cable entrances.



GB-100

GB-102
with drawer

Here are excellent-quality, reasonably priced rack cabinets to facilitate the operation and enhance the appearance of your broadcasting and sound system equipment. Designed in accordance with R. M. A. "specs", they simplify problems of mounting and of servicing the apparatus.

Immediate deliveries of standard types, models, and sizes are now available from Graybar. Optional accessories include rear-panel rack mountings, front-mounted doors, drawer, power and audio terminal mounting. Graybar also can provide cabinets of any special designs you want.

Graybar has *everything* you need in broadcast equipment . . . PLUS everything for wiring, ventilating, signaling, and lighting for your entire station and grounds. To get the most suitable items the easiest, quickest way—for a small maintenance job or a complete new station—call your nearest Graybar Broadcast Equipment Representative. *Graybar Electric Company, Inc. Executive offices: Graybar Building, New York 17, N. Y.*

490W

GRAYBAR BRINGS YOU BROADCASTING'S BEST:

Amplifiers (1, 20) (See key to numbers at right)
Antenna Equipment (1)
Cabinets (5)
Consoles (1)
Loudspeakers and Accessories (1, 3, 20)
Microphones, Stands, and Accessories (1, 3, 6, 7, 8, 20)
Monitors (1, 4)
Recorders and Accessories (9, 19, 21)
Speech Input Equipment (1)
Test Equipment (4, 10)
Towers (Vertical Radiators) (11)
Tower Lighting Equipment (2, 12)
Transmission Line and Accessories (13)
Transmitters, AM and FM (1)
Tubes (1, 2, 18)
Turntables, Reproducers, and Accessories (1, 21)
Wiring Supplies and Devices (3, 8, 14, 15, 16, 17)

MANUFACTURED BY:

(1) Western Electric;
(2) General Electric; (3) Whitney Blake;
(4) General Radio; (5) Karp Metal;
(6) Hugh Lyons; (7) Meletron;
(8) Hubbell; (9) Presto; (10) Weston;
(11) Blaw-Knox; (12) Crouse-Hinds;
(13) Communication Products;
(14) General Cable;
(15) National Electric Products;
(16) Triangle; (17) Bryant; (18) Machlett
(19) Ampex; (20) Altec Lansing;
(21) Fairchild

Distributor of *Western Electric* Broadcast Equipment

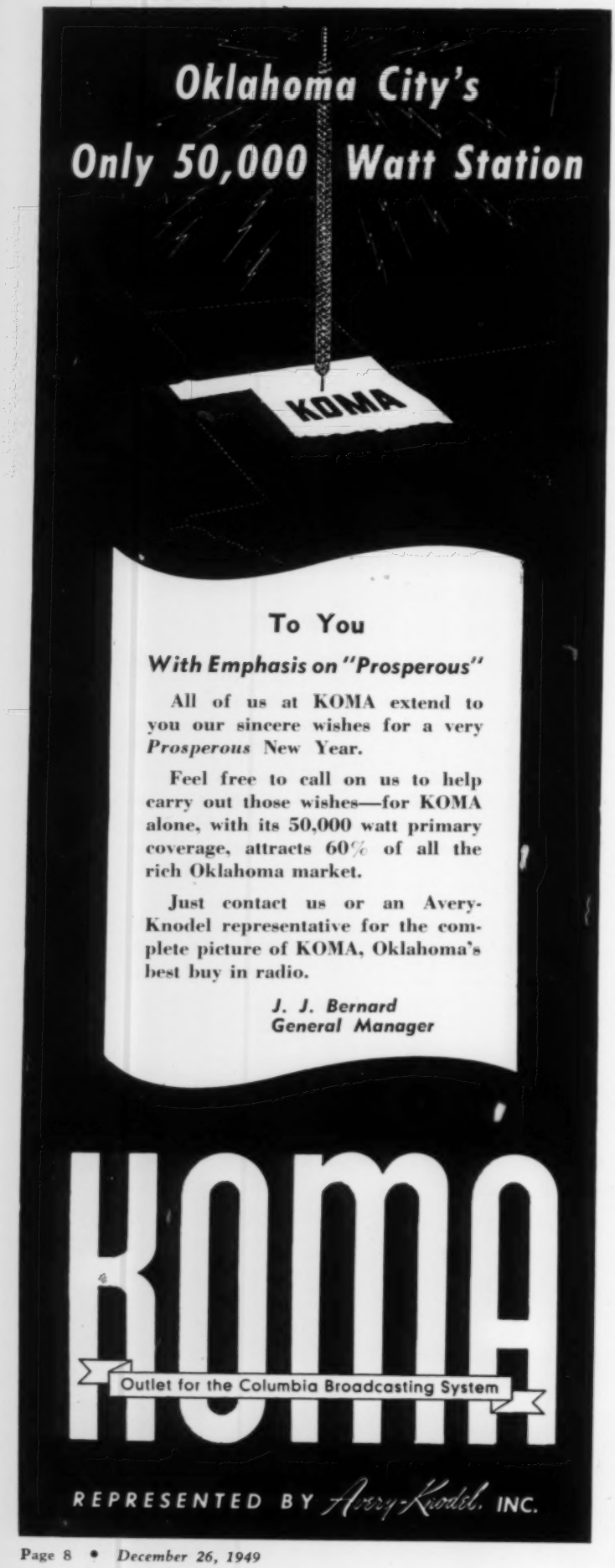
via GraybaR

EVERYTHING ELECTRICAL TO KEEP YOU ON THE AIR

There are Graybar offices in over 100 principal cities.

These are the Graybar Broadcast Equipment Representatives in key cities:

ATLANTA E. W. Stone, Cypress 1751
BOSTON J. P. Lynch, Kenmore 6-4567
CHICAGO E. H. Taylor, Canal 6-4100
CINCINNATI W. H. Hansher, Main 0600
CLEVELAND W. S. Rockwell, Cherry 1360
DALLAS C. C. Ross, Central 6454
DETROIT P. L. Gundy, Temple 1-5500
JACKSONVILLE W. C. Winfree, Jacksonville 5-7180
KANSAS CITY, MO. R. B. Uhrig, Baltimore 1644
LOS ANGELES R. B. Thompson, Angelus 3-7283
MINNEAPOLIS W. G. Pree, Geneva 1621
NEW YORK F. C. Sweeney, Watkins 4-3000
PHILADELPHIA G. I. Jones, Walnut 2-5405
PITTSBURGH R. F. Grossett, Allegheny 1-4100
RICHMOND E. C. Toms, Richmond 7-3491
SAN FRANCISCO K. G. Morrison, Market 1-5131
SEATTLE D. I. Craig, Main 4635
ST. LOUIS J. P. Lenkerd, Newstead 4700


Oklahoma City's
Only 50,000 Watt Station
KOMA
To You
With Emphasis on "Prosperous"
All of us at KOMA extend to you our sincere wishes for a very Prosperous New Year.
Feel free to call on us to help carry out those wishes—for KOMA alone, with its 50,000 watt primary coverage, attracts 60% of all the rich Oklahoma market.
Just contact us or an Avery-Knodel representative for the complete picture of KOMA, Oklahoma's best buy in radio.
J. J. Bernard
General Manager
KOMA
Outlet for the Columbia Broadcasting System
REPRESENTED BY Avery-Knodel, INC.

Agencies

WILLIAM DASHEFF, with Buchanan & Co., New York, 10 years as account executive and vice president, elected to agency's board of directors.

JOSEPH L. BOLAND Jr., account executive for six months at Briggs & Varley, New York, elected director and appointed to newly-created post of vice president and general manager of agency.

FOOTE, CONE & BELDING, New York, establishes office in Houston, Tex., to service Gulf Brewing and Hughes Tool Co. accounts which it takes over Feb. 1, 1950. **STEPHEN R. WILHELM,** founder and president of firm of Wilhelm, Laughlin, Wilson & Assoc., is selling his interest in that agency to join Foote, Cone & Belding as manager of Houston office.

JAN TANGDELIUS named vice president of Fulton, Morrissey Agency, Chicago. He worked previously as copy supervisor and radio copy supervisor at Foote, Cone & Belding, Chicago, and as creative supervisor on Hudson account at Brooke, Smith, French & Dorrance, Detroit.

JOHN K. CHURCHILL, formerly research director of BMB, and prior to that research director with CBS, joins media department of Benton & Bowles, New York, effective Jan. 1.

EDWIN FUNK, formerly advertising and sales promotion manager of Sheffield Farms Co., joins McCann-Erickson, New York, as account executive on National Biscuit Co. account group.

ERNEST BOYD joins account staff of Fulton, Morrissey Agency, Chicago, after teaching advertising in Commerce School at Northwestern U. He formerly worked at Gardner Adv., St. Louis.

NEIL O'BRIEN, for six years an independent movie writer and producer, joins radio-television commercial division of copy department of Kenyon & Eckhardt, New York.

BETTY ANN HUDSON, formerly promotion and publicity head at KMPC Hollywood, joins Charles Ross Adv., same city, as vice president.

HILLIARD MARKS, producer of CBS *Jack Benny Show,* named head of West Coast television production for BBDO. He will supervise Hollywood television shows for the agency and coordinate Hollywood and New York TV activities, in addition to continuing as producer on Benny show.

VIC ARMSTRONG, formerly with J. Walter Thompson Co., New York, transfers to agency's San Francisco office where he succeeds **HENRY M. JACKSON** as service representative on Ford Motor account. Mr. Jackson moves to agency's Detroit office to handle cooperative campaign of Ford Motor Co. and Ford dealers in that area.

ALLAN BROWN added to copy staff at Beaumont & Hohman, Chicago.

PHIL D. McHUGH, who has opened his own agency at 211 S. Beverly Drive, Beverly Hills, Calif., is servicing J. F. O'Connor (Lincoln & Mercury dealer) account. BROADCASTING, Dec. 12, mistakenly identified Mr. O'Connor as an account executive for Mr. McHugh.

JULES LABERT, formerly with WNYC New York, as announcer and script writer, and **BOB KIRSCHBAUM,** formerly with WLIB New York, as commercial director, join Casper-Pinsker Agency, New York, as radio directors.

DON HARWAY & Co., closes its San Francisco office. Accounts in that area henceforth will be serviced by firm's Los Angeles office. **JIM CARLSON,** San Francisco manager, continues with company as account executive in Los Angeles.

LOISE MARK & Assoc., Milwaukee, opens offices in Madison, Wis., at 114 N. Carroll. Accounts to be serviced by Madison office include Baron Bros., department store.

DON BELDING, chairman of executive committee of Foote, Cone & Belding, Los Angeles, appointed to first professional advisory board of Alpha Delta Sigma, national professional advertising fraternity.

NEW ADDRESSES: Gerth Pacific Adv. moves to larger quarters in Atlas Bldg., 604 Mission St., San Francisco, telephone, Garfield 1-1081; **Allied Adv. Agencies** moves to Pacific Bldg., 821 Market St., San Francisco. **Daniel F. Sullivan Co.,** Boston, moves to enlarged quarters in Union Savings Bank Bldg., 216 Tremont St.

FREITAG ADV. AGENCY, Atlanta, Ga., elected member of Affiliated Advertising Agencies Network.

"LET'S CHARTER A AIRPLANE, ELMIREY!"

YESSIR, our Red River Valley hayseeds in North Dakota have an Effective Buying Income *38.2% above the national average!* That's why they git to live so fancy!

For 27 years, WDAY has given these fabulous farmers hundreds of ideas on how to spend their extra dough. . . . Latest Hooperatings (Dec. '48—Apr. '49) prove WDAY gets more listeners in every period than *all other stations combined.*

IN FACT, WDAY HAD THE NATION'S HIGHEST SHARE-OF-AUDIENCE HOOPERATINGS—MORNING, AFTERNOON AND NIGHT—FOR THOSE FIVE CONSECUTIVE MONTHS!

AND OUR RURAL COVERAGE THROUGHOUT THE VALLEY IS ONE OF THE SEVEN WONDERS OF RADIO!

Ask your Free & Peters "Colonel" for all the amazing facts, *today!* You ain't heard *nothing*, yet!

FARGO, N. D.

NBC • 970 KILOCYCLES • 5000 WATTS

FREE & PETERS, INC.
Exclusive National Representatives

HONOR . . .

On these two pages is an honor roll of leading advertising agencies who found it profitable to use BROADCASTING display space for their clients during 1949. Combined, these agencies placed more business with us than has ever before been carried by

Abbott-Kimball & Co.
Los Angeles, Calif.
Acme Adv. Agency
Dallas, Texas
Advertising Engineers Corp.
Tulsa, Okla.
Advertising, Inc.
Richmond, Va.
Advertising Inc. of Washington
Washington, D. C.
Advertising, Inc.
Charleston, W. Va.
Allen & Reynolds, Adv.
Omaha, Nebr.
Allied Adv. Agency
Los Angeles, Calif.
Atlas Adv. Agency
Sioux City, Iowa
Ayer, N. W. & Son, Inc.
Philadelphia, Penna.
Aylin Adv. Agency
Houston, Texas
Baker, Jim Associates, Inc.
Milwaukee, Wisc.
Baldwin, Bowers & Strachan,
Buffalo, N. Y.
Barnes Advertising Agency, Inc.
Milwaukee, Wis.
Barratta Wardell Agency
Worcester, Mass.
Stuart Bart & Getschal, Inc.
New York City
Bartz, Rudolph, Advertising Co.,
Peoria, Ill.
Basford, G. M. Co.
New York, N. Y.
Bass-Luckoff Adv.
Los Angeles
Batten, Barton, Durstine, Osborn
New York City
Baxter & Crim, Inc.
Coral Gables, Fla.
Beaumont & Hohman, Inc.
Kansas City, Mo.
Benton & Bowles, Inc.
New York City
Benjamin, Herbert S., Assoc.,
Baton Rouge, La.
Benson, Vickers, Ltd.
Montreal, Quebec, Canada
Bennett Adv., Inc.
High Point, N. C.
Berger, Alfred Paul, Inc.
New York City
Bergman-Jarrett Co.
New York City
Bernstein, Bo & Co., Inc.
Providence, R. I.
Biow, The Co.,
New York City
Black, Fred Adv. Agency
Reading, Penna.
Blumberg, Frank L. Adv.
Baltimore, Md.
Boynton, Stanley, Agency
Detroit, Mich.
Bozell & Jacobs, Inc.
Chicago, Ill.
Bozell & Jacobs, Inc.
Indianapolis, Ind.
Bowman & Black, Inc.
Buffalo, N. Y.
Brantley, J. Corson, Agency
Salisbury, N. C.
Browne, Burton Adv.
Chicago, Ill.
Brown, E. H. Adv.
Chicago, Ill.
Brown, E. Scott Agency
New Canaan, Conn.
Buchanan & Co.
New York City
Bull Adv. Agency
Indianapolis, Ind.
Harold Cabot & Company, Inc.
Boston, Mass.
Cahn-Miller Inc.
Baltimore, Md.
Campbell-Ewald Co.
Detroit
Casler, Hempstead & Hanford,
Rochester
Cary, R. H. Inc.
Des Moines, Iowa
Chernow Co., Inc.
New York City
Chesman, Nelson Co.
Chattanooga, Tenn.
Clarke, Robert E. & Assoc.
Miami, Fla.
Cline Adv. Agency
Boise, Idaho
Cohen, I. T. Advertising Agency
Washington, D. C.
Cole & Werner
Omaha, Nebr.
Collins, Cusick, Schwerke, Wild
San Antonio, Texas
Conti Adv.
Ridgewood, N.J.
Cox & Tanz Adv.
Philadelphia, Penna.
Thomas F. Conroy, Inc.
San Antonio, Texas
Craig, John Gilbert Adv.
Wilmington, Dela.
Cramer-Krasselt Co.
Milwaukee, Wis.
Critchfield & Co.
Chicago, Ill.
Crolly Adv. Agency
Wilkes-Barre, Penna.
Crook Advertising Agency
Dallas, Texas
Dayton, Johnson & Hacker Adv.
Milwaukee
Denhard, Pfeiffer & Wells, Inc.
New York City
Denman, William I. Inc.
Detroit, Mich.
Deutsch & Shea, Inc.
New York City
Dinerman & Company, Inc.
Cincinnati, Ohio
Dixie Advertisers, Inc.
Jackson, Miss.
Doe-Anderson Agency
Louisville, Ky.
Donahue & Coe
New York City
Doner, W. B., Co.
Detroit, Mich.
Doremus & Company
New York City
Durstine, Roy S., Inc.
New York City
Elliott, Daly & Schnitzer
Oakland, Calif.
Engel Adv. Agcy.
Chicago, Ill.
Erwin, Wasey & Co.
New York City
Evans, Albert Adv.
Ft. Worth, Texas
Featherstone Adv. Agency
Salt Lake City, Utah
Firestone Adv. Agcy.
New York City
Fitzgerald Adv. Agency
New Orleans, La.
Flack Adv. Agency
Syracuse, N. Y.
Florey, George F., Inc.
Chicago
Foote, Cone & Belding
Chicago, Ill.
Foote, Cone & Belding
New York City
Ford, Frank Adv.
Hollywood 38, Calif.
Foster & Davies, Inc.
Cleveland, Ohio
Fowler, Norton, Inc.
Wilmington, Del.
Frost, Harry M. Co.
Boston, Mass.
Romig Fuller & Associates
Seattle, Wash.
Fuller & Smith & Ross, Inc.
Cleveland, Ohio
Gandy Adv. Agency
Dallas, Texas
Gerst Advertising Agency
Cleveland, Ohio
Gillham Adv. Agency
Salt Lake City, Utah
Gold, H. J., Co.
New York City
Goerl, Stephen Associates
New York City
Harry S. Goodman Agency
New York City
Goodman-Firestone Adv.
Minneapolis, Minn.
Goodwin, The Co.
Houston, Texas
Gotham Adv. Co.
New York, N. Y.
Gottschaldt, Morris & Slack, Inc.
Miami
Gray & Rogers
Philadelphia, Pa.
Greene, Finley H., Adv. Agency
Buffalo, N. Y.
Greer, Hawkins & Allen, Inc.
Houston, Texas
Gross, Stanley S. & Assoc.
Norfolk, Va.
Gruber, Art, Advertising
Minneapolis, Minn.
Albert Frank Guenther Law, Inc.
New York City
Hall, Raymond. Adv.
Richmond, Va.
Halpern, Herman
Winston-Salem, N. C.
Edward Hamburger Adv. Co.
New York City
Hamilton Adv. Agcy, Inc.
Chicago, Ill.
Hammond, Robert Associates,
Orlando, Fla.
Harrington, Whitney & Hurst
Los Angeles, Calif.
Harris, R. T. Adv. Agency
Salt Lake City, Utah
Hart-Conway Co.
Rochester, N. Y.
Hartman, George H., Co.
Chicago, Ill.
Harvey-Massengale Co.
Durham, N. C.
Hevenor Adv. Agency
Albany, New York
Ward Hicks Adv.
Albuquerque
Hiddleston, Evans & Merrill,
Seattle, Wash.
Hoag & Provandie, Inc.
Boston
R. J. Potts, Calkins & Holden,
Kansas City, Mo.
Hosler, Arbingast, Thomson &
Becht
Peoria, Ill.
Houck & Company of Florida
Miami, Fla.
Howell Adv. Agency
Elmira, N. Y.
Hoyt, Charles W. Co.
New York City
Huckins-Smith, Inc.
New York City
Hurley Adv. Co.
Des Moines, Iowa
Edwin Huster Company
Knoxville, Tenn.
Hutchins Adv. Co.
Philadelphia
International Media Corp.
New York City
Jackson & Jefferson Adv.
Miami, Fla.
Jenkins, Smith, Taylor &, Inc.
Pittsburgh, Penna.
Jennings, Duncan Advertising
Phoenix, Ariz.
Jessop Adv. Co.
Akron, Ohio
Jones, Ralph H. Co.
Cincinnati, Ohio
Mort Junger Advertising
New York City
Kal, Ehrlich & Merrick, Inc.
Washington, D. C.
Karlowski, Walter A., Adv.
Spokane, Wash.
Katz, Joseph Co.
Baltimore, Md.
Kaufman Adv. Agcy.
Washington 5, D.C.
Keegan Advertising Agency
Birmingham, Ala.
St. Georges & Keyes, Inc.
Baltimore, Md.
Kirkland, White & Schell
Atlanta, Ga.
John R. Kneebone Corp.
Chicago, Ill.
Knopf, R. W. & Co.
Columbus, Ohio
Knox, George Adv.
Oklahoma City, Okla.
Kopmeyer, M. R. Co.
Louisville, Ky.
Robert Kottwitz Advertising, Inc.
New Orleans, La.
Kremer, Merrill, Inc.
Memphis, Tenn.
Kuff and Feldstein
Baltimore, Md.
Kudner Adv. Agency, Inc.
New York City
Paul A. Lago Co.
Wichita, Kansas
Lamport, Fox, Prell & Dolk, Inc.
South Bend, Ind.
Lang, Fisher & Stashower, Inc.
Cleveland, Ohio
Lake-Spiro-Shurman, Inc.
Memphis, Tenn.
Lavin, Barney, Inc.
Fargo, N. D.
Lee, Parks, Greer & Hawkins
Houston, Texas

THERE MUST BE A REASON . . . and there is! For BROADCASTING is the one publication that gives everybody concerned *with* broadcasting and telecasting the fullest coverage of everything significant, everything newsworthy *about* broadcasting and telecasting. That makes BROADCASTING the most logical route to these agencies' clients' best clients. And BROADCASTING is not only the most profitable way to create new and renewal business . . . but *lowest in cost* as well! Be sure *your* agency is on our honor roll (on your behalf) for 1950.

..with profit

any trade journal serving the broadcasting (and telecasting) field. Thus, they have affirmed once more the unquestioned leadership that has been BROADCASTING's for 19 consecutive years.

Lefton, Al Paul Co.
Philadelphia, Penna.
Lescarboura, Austin C. & Staff
Croton-on-Hudson, NY
Levy Adv. Agency
Newark, N. J.
Buford Lewis & Co.
Nashville, Tenn.
Liller, Neal & Battle
Atlanta, Ga.
Lippitt, Jules
New York, N. Y.
W. H. Long Company
York, Pa.
Lowe & Hall Advertising
Greenville, S. C.
Luerbach, Leon & Co., Inc.
New York City
Ludgin, Earle & Co.
Chicago, Ill.
Lustig Adv. Agency
Cleveland, Ohio
Lynch, Showalter Agency
Portland, Oregon
S. Duane Lyon, Inc.
New York City
Mace Adv. Agency
Peoria, Ill.
MacManus, John & Adams, Inc.
Detroit, Mich.
Madden-Barrett Inc.
Dallas, Texas
Malcolm-Howard Adv. Agency
Chicago, Ill.
Manhattan Adv. Agcy.
New York City
George C. Mansfield Adv.
Honolulu, Hawaii
Mann-Ellis, Inc.
New York City
Louise Mark & Assoc.
Milwaukee, Wis.
Gordon Marshall, Inc.
St. Louis, Mo.
Market Research & Adv. Inc.
Newark, N. J.
Martin, George Homer Assoc.
Newark, N. J.
Mason-Relkin Agency
New York City
J. M. Mathes, Inc.
New York City
Mac Wilkins, Cole & Weber
Seattle, Wash.
Maxon, Inc.
New York City
Maxfield Advertising
Providence, R. I.
Maxon, Inc.
Detroit, Mich.
McCann-Erickson Co.
Chicago, Ill.
MacBride, James Adv. Agency
Fort Worth, Texas
McCarthy, R. E. Adv. Agency
Tampa, Florida
MacKay, Wallace, Co.
Seattle, Wash.
McGivena, L. E. & Co., Inc.
New York City
McCormick-Armstrong Co.
Wichita, Kansas
Melamed-Hobbs, Inc.
Minneapolis, Minn.
Meldrum & Fewsmith Agcy.
Cleveland, Ohio
Mendte, J. Robert Inc.
Philadelphia, Penna.
Meneough & Martin & Seymour
Des Moines, Iowa
Meyerhoff & Co., Arthur
Milwaukee, Wis.
Michel-Cather, Inc.
New York City
Mithoff & White, Adv.
El Paso, Tex.
Mogge-Privett, Inc.
Los Angeles, Calif.
Mohawk Adv. Agency
Schenectady
Moore & Hamm, Inc.
New York City
Moran, Bruce & Co.
Atlanta, Ga.
Moreland Co., Chester C.
Cincinnati, Ohio
Morgan, Raymond R., Co.
Hollywood, Calif.
Mort Duff Agency
Omaha, Nebr.
Morse International, Inc.
New York City
Morris Timbes Adv.
Mobile, Alabama
Moss Associates
New York City
Murphy, Carroll Dean, Inc.
Chicago, Ill.
George R. Nelson, Inc.
Schenectady, N. Y.
Newell-Emmett Co.
New York City
Theodore Newhoff Agency
Baltimore, Md.
Newman, Lynde & Associates
Jacksonville, Fla.
Nolan, Charles H., Advertising
Pawtucket, R. I.
Notzon Adv. Agency
San Antonio, Texas
O'Brien Adv. Ltd.
Vancouver, B. C.
O'Brien & Dorrance, Inc.
New York City
Olian Adv. Agency
St. Louis, Mo.
Orr, W. Wallace, Inc.
Philadelphia, Penna.
Pace-Wiles, Inc.
Huntington, W. Va.
Pacific National Adv. Agency
Seattle, Wash.
Pettus, Harold Adv.
Corpus Christi, Texas
Pitluk Adv. Co.
San Antonio, Texas
Presba, Fellers & Presba
Chicago, Ill.
Ramsey, L. W. Co.
Chicago, Ill.
Ratcliffe Adv. Agency
Dallas, Texas
Redfield-Johnstone, Inc.
New York City
Reinhardt, Emil Adv.
Oakland, Calif.
Reiss Advertising
New York City
Reese, James R. Adv. Co.
Kansas City, Mo.
George Riseman & Company
Boston, Mass.
Rem. Prod. & Adv.
Los Angeles, Calif.
Rex Advertising Agency
Detroit, Mich.
Richards, Wilbur O., Adv.
Syracuse, N. Y.
Rickard & Company, Inc.
New York City
Richard & Gunther, Inc.
New York City
The Ridgway Co.
St. Louis, Mo.
Riordon, John H. Co.
Los Angeles, Calif.
Robinson-Rapp Agcy.
New York City
Rockett-Lauritzen Adv.
Los Angeles, Calif.
Rosenberg, Arthur Co.
New York City
Rosengarten & Steinke, Inc.
Memphis, Tenn.
H. L. Ross Advertising
Indianapolis, Ind.
Ruder & Finn Adv.
New York City
Rumrill, Charles L., & Co., Inc.
Rochester, N. Y.
Runkle, Lowe, Co.
Oklahoma City, Okla.
Ruthrauff & Ryan, Inc.
Chicago, Ill.
Schneider, Joseph P. Inc.
New York City
Schuyler-Hopper Agency
New York City
Schwimmer & Scott, Inc.
Chicago, Ill.
Shepard, K. E., Advertising
Chicago, Ill.
Schoenfeld, Huber & Green
Chicago, Ill.
Sherman & Marquette
Chicago, Ill.
Simon & Gwynn, Inc.
Memphis, Tenn.
Simmonds & Simmonds, Inc.
Chicago, Ill.
Seeman & Peters Inc.
Saginaw, Mich.
Shaffer, Brennen & Margules
St. Louis, Mo.
Shappe-Wilkes, Inc.
New York City
Smallen-Ross, Advertising
New York City
Smith, Gordon Advertising
Yakima, Washington
Smith, R. C. & Son, Ltd.
Toronto, Canada
Snead, C. N., Adv. Agency
Roanoke, Va.
Walter B. Snow & Staff, Inc.
Boston, Mass.
Southern Adv. Agcy.
Lexington, Ky.
Southwest Advertising Agency
Waco, Texas
Spangler & Jaster, Inc.
Beloit, Wisconsin
Spartanburg Adv.
Spartanburg, N C
Spaulding, C. Jerry Inc.
Worcester, Mass.
Spier, Franklin, Inc.
New York City
Steere, Howard D., Adv. Agency
Detroit, Mich.
Strauchen & McKim Adv.
Cincinnati, Ohio
Sullivan, Daniel F., Co.,
Boston, Mass.
Swink, Howard Advertising
Marion, Ohio
Teplitz, Henry H. Adv.
Chicago, Ill.
William G. Teters Adv.
Baton Rouge
Thomas, Gerald F. Adv.
Fresno, Calif.
Thompson, J. Walter Co., Ltd.
Toronto, Ontario
New York City
San Francisco 4, Calif.
Thurston, Smith & Jenkins Adv.
Flint, Mich.
Arthur Towell, Inc.
Madison, Wis.
Turner Adv. Agency
Chicago, Ill.
Richard H. Ullman
Buffalo, N. Y.
C. J. Ulrich & Associates
Chicago, Ill.
VanDiver & Carlyle, Inc.
New York City
Van Sant, Dugdale & Co.
Baltimore, Md.
Virginia Electric News Inc.
Richmond, Va.
Wagenseil, Hugo & Associates
Dayton, Ohio
Walker & Downing
Pittsburgh, Penna.
Wallace-Lindeman Inc.
Grand Rapids, Mich.
Walker-Saussy Advertising
New Orleans, La.
Wapshare, James A. Co.
Newark, N. J.
Warren, William Agency
New York City
Wearstler Adv. Agency
Youngstown, Ohio
Webster, R. W. Adv.
Los Angeles, Calif.
H. J. Weil, Inc.
Buffalo, N. Y.
J. J. Weiner Advertising
San Francisco, Calif.
Wellam Adv. Co.
Lansing, Mich.
Welsh-Hollander Advertising
Los Angeles, Calif.
Watts-Payne Agency
Tulsa, Okla.
Weightman, Inc. Adv.
Philadelphia, Penna.
Jack C. Wemple Adv. Agency
Green Bay, Wis.
Wertheim Adv. Assoc.
New York City
Weston-Barnett, Inc.
Waterloo, Iowa
Whalen, Frank E. Agency
Kansas City, Mo.
White, Dan & Associates
El Paso, Texas
Wiley, Frazee & Davenport
New York City
Winius-Drescher-Brandon, Inc.
St. Louis, Mo.
Workman, Ted, Advertising
Dallas, Texas
Yambert, Ralph Organization
Hollywood, Calif.
Young & Rubicam
New York City
Yount Agency
Erie, Pa.
William Von Zehle & Co., Inc.
New York City
Zimmer-McClaskey-Kintner Adv.
Louisville, Ky.

BROADCASTING
The Newsweekly of Radio and Television
TELECASTING

XUM

THESE
6 Stations
Build Sales
for You . . .

WGAL
WGAL-TV
Lancaster, Pa.

WORK
York, Pa.

WRAW
Reading, Pa.

WKBO
Harrisburg, Pa.

WEST
Easton, Pa.

Represented by
ROBERT MEEKER
ASSOCIATES
Los Angeles · New York
San Francisco · Chicago
Clair R. McCollough, *Managing Director*
STEINMAN STATIONS

Feature of the Week

A NEW use for the age-old "smoke signal" has been found by WMIE Miami, Fla., as well as giving the station an opportunity to teach Indians a traditional Indian custom.

WMIE started the project when the Florida State Racing Commission made a ruling allowing only two stations direct broadcast rights of horse races at Tropical Park. Other stations were shut out and requested to withhold results 25 minutes. This 25-minute interval and the close-out didn't appeal to WMIE.

So, Bob Venn, WMIE general manager, called in his news staff and decided to enlist the aid of Florida's oldest inhabitants, the Seminole Indians. Sam and Water Willie, full-blooded Seminoles, dispatched "smoke signals" from the racing plant's grounds while Indian George Storm and WMIE Sportscaster Bill Sheetz took a vantage point atop the Everglades Hotel, home of the studios. As Mr. Storm interpreted the signals, Mr. Sheetz gave the results over the air.

The "smoke signal" method of sending in the race results also got the station a publicity break when the *Miami News* assigned a reporter and photographer to cover the event.

Sportscaster Sheetz (l) and Seminole Indian George Storm send "smoke signals" over WMIE.

* * *

It seems the Seminoles were one tribe who never used a "smoke signal." Now WMIE is taking credit for teaching Indians an old Indian custom.

On All Accounts

HAM OPERATOR, assistant theatre manager, musician, bandleader, radio announcer and producer, Robert Struble had a good run around the entertainment field before settling down to his present post of radio and television director for Jordan Co., Los Angeles.

In that post he believes he's found his niche. And, if he has his way, his clients will, too.

At present he is supervising for the agency, radio and television spot campaigns for Louis Milani Foods for its 1890 French Dressing. Firm currently is using radio spots on 40 stations across the country, and film spots on approximately 25 television stations throughout the nation. In addition the food firm is conducting a television spot campaign on four Los Angeles stations for a new product, Charcol-it. Other stations across country will be added later.

BOB

Born in 1906, Robert Bowen Struble spent the first six weeks of his life in Springfield, Ill. With Mother and Father Struble on the move after that, Bob cut his teeth in Oskaloosa, Iowa; brushed off his grammar school education in Casper and Sheridan, Wyo., and began and ended his high school learning in Billings and Red Lodge, Mont., respectively.

It was in his second year of high school at Billings that Bob first became aware of a new invention called wireless when he joined the Radio Club, made up of a group of boys experimenting with voice transmission. At this point Bob became an amateur operator—one of the earliest (amateur license #7CO). He's never really left radio since.

About this time, too, he became intrigued by music and joined a Boy Scout band in Billings. He was provided with a cornet and taught how to make it produce music. Shortly after this he had the opportunity to put this learning to practical use when, in order to earn money to get him through radio technician's school, he played at dances throughout the state. He succeeded in earning enough money, later received his commercial operator's license, and still has never used it.

Following his high school graduation in 1923 the family moved again, this time to Portland, Ore. Here his father took over management of the Hamrick Theatres, and Bob took over assistant manager-

(Continued on page 19)

Martha and Helen
Bring City and
Country Together

Showing the cross-sectional nat... of the WLS audience in the city ... Chicago and the broad rural ar... around it, Martha and Helen of W... Feature Foods had one of their m... interesting interviews during the ... ternational Live Stock Show.

A farm housewife wrote to Mar... and Helen's Rummage Exchange, offe... ing to trade farm produce for a ro... in the city during the Internation... Exposition. A city housewife listene... — had room — and offered to ma... the trade.

When Feature Foods was bein... broadcast direct from the WLS boo... at the big live stock show, Martha an... Helen had both women as guests—an... found both very happy they had gotte... together through the Feature Food... Rummage Exchange on WLS.

WLS
Chicago 7
Represented by John Blair & Compan...

Ad.

Mr. Al Eisenminger
Leo Burnett Co.
360 N. Michigan Ave.
Chicago, Illinois

Dear Al:

The boys here at WCHS is deetermine... ter keep Charleston's Number One st... tion way outa front uv the others. Not on... ly has they seen to it the th' big laff shows has come over th' WCHS tr... jine with th' big CBS na... tional schedule, but we they's really agoin' all out for local news coverage. They's got a feller named Ross Edwards who's got his nose in ev... news pot in town. If ther's a big case in court (which seems ter be jest 'bout all the time nowadays) Ross is right there and his news cast of local an' state news air th' best in town by far.

No matter whether they wants entertainment, news, sports, or what-have-you, folks 'round here jest naturally turns ter WCHS! Fellers like you likes ter know thet, don't they, Al?

Yrs.
Algy

WCHS
Charleston, W. Va.

You can't cover California's Bonanza Beeline without on-the-spot radio

Use the *right* chain — the chain of BEELINE stations — to cover *inland* California and western Nevada. Because people in this Beeline market — well removed from the Coast — naturally prefer listening to their own *local* stations.

With the five-on-the-spot BEELINE stations you blanket this market — a market worth more than the whole State of Kansas.†

Individually, each BEELINE station does a top job for you in its own rich area. Take KMJ Fresno, for example . . . located in the nation's second wealthiest farm county. Hooper shows this about KMJ — for the Sunday through Saturday 6 PM - 10 PM period it rates *twice as high* as the next closest station.

†Sales Management's 1949 Copyrighted Survey

McCLATCHY BROADCASTING COMPANY

SACRAMENTO, CALIFORNIA • PAUL H. RAYMER CO., National Representative

KFBK	KOH	KERN	KWG	KMJ
Sacramento (ABC)	Reno (NBC)	Bakersfield (CBS)	Stockton (ABC)	Fresno (NBC)
50,000 watts 1530 kc.	1000 watts 630 kc.	1000 watts 1410 kc.	250 watts 1230 kc.	5000 watts 580 kc.

WISHing You a Record Sales Year in 1950

IF YOU ARE planning any part of your 1950 sales activity in the Indianapolis market . . .

IF YOU ARE considering even the slightest re-arrangement of your media expenditures . . . or

IF YOU ARE just entering this vastly expanded market for the first time . . .

we WISH you'd allow us to show you the specific advantages of a WISH program . . . how you can be assured of record sales in 1950.

Contact us direct or through your FREE & PETERS Representative

WISH

1310 kc INDIANAPOLIS · A-B-C NETWORK

FREE & PETERS, *National Representatives*
George J. Higgins, General Manager

New Business

NORGE DIVISION of Borg-Warner Corp., Detroit, appoints Duane J... Co., New York, to handle its advertising for Norge Home Applian... All major media will be used.

SCHNEFEL Bros. Corp., Newark, N. J., appoints Kastor, Farrell, Chesley ... Clifford, New York, as its advertising agency, for its La Cross manicure ... plements line and its Naylon cosmetics products, effective immediately.

WESTON BISCUIT Co., Passaic, N. J., planning two week spot campaign ... start Jan. 16 on several stations in three California markets. Spots totalling ... 150 will run on KECA KFI KNX KMPC Los Angeles, KNBC KCBS KG... KJBS San Francisco, KFSD San Diego. Agency, Harrington, Whitney & Hum... Los Angeles.

S.S.S. Co., (blood and appetite tonic), appoints Henry J. Kaufman & Asso... Washington, to handle its advertising. Radio will be used.

HAFFENREFFER & Co., Boston (Pickwick Ale), appoints Alley & Richards In... New York, to handle its advertising effective Jan. 1. **Grafton B. Perkins** is advertising consultant for Haffenreffer.

CHEVROLET DEALERS Assn. Inc., through Campbell-Ewald, New York, re... news for 13 weeks its sponsorship of Friday night WJZ-TV telecasts of roller derby, effective Dec. 30, 1949. Telecasts are scheduled for 10 p.m. to con... clusion.

COLOR TELEVISION Inc., San Francisco, participant in current FCC color television hearings, appoints Wakefield Adv., San Francisco, for national cam... paign. Media plans to be announced.

ARTISTS INSTITUTE, New York, appoints William Warren, Jackson & Delaney to handle its advertising. Radio will be used.

MAGNAVOX Co., Fort Wayne, Ind., maker of TV and radio sets, used television ... first time with Christmas Day half-hour show, *A Christmas Carol*, on 22 TV stations across nation. Agency: Maxon Inc., New York.

RINSE-AWAY Corp. of America (Northern California manufacturer of electric garbage disposal units) appoints Elliott-Daly & Schnitzer, San Francisco, for test television campaign. **Jack Daly** is account executive.

DELUXE POTATO CHIPS, Detroit appoints Rex Adv., Detroit, to direct advertising program. Deluxe is using daily TV spot, which will be continued. **Fred Epps,** account executive, announced plans to expand schedule to include radio and other media.

Network Accounts • • •

LIBBY, McNEILL & LIBBY, Chicago, renews effective Dec. 30 its *Auction-Aire* show, a Masterson, Reddy & Nelson package, for 13 weeks on ABC's Eastern TV network. In addition, effective Jan. 13 three more stations will be added to list of those already carrying program. They are WENR-TV Chicago, WTVN Columbus and WXYZ-TV Detroit. J. Walter Thompson Co., New York, is the agency.

Adpeople • • •

WILLIAM A. GORDON, advertising manager for liquor division of Parrott & Co. since 1946, appointed advertising manager of import division of Schiefflin & Co., New York.

ROBERT B. BROWN, vice president of Bristol-Myers Co., New York, and **WESLEY I. NUNN,** advertising manager of Standard Oil Co. of Indiana, appointed to first professional advisory board of Alpha Delta Sigma, national professional advertising fraternity.

Over 500 have already subscribed to the

ALL-RADIO PRESENTATION

HOW ABOUT YOU?

The eagerly-awaited ALL-RADIO PRESENTATION film is almost ready for release—ready to sock home its message throughout the length and breadth of America, *selling Radio to all types of advertisers everywhere.* The official preview will be February 1, with nationwide release on February 15.

So if you *haven't* subscribed—as 500 already *have*—note that this is the LAST CALL! Only subscribing broadcasters will be able to present this convincing, fact-filled motion picture, different from anything ever prepared before—a film that actually shows Radio at work selling goods!

The closing date for all subscriptions is February 15. Cost is low in ratio to your station's billings, and you'll have available *three* different editions on 16 mm. sound film (or 35 mm. if desired):

* a 45-minute edition that puts the full story of Radio before any audience of businessmen, up to the topmost management, right in your own community.
* a 20-minute version for showings at sales meetings, and business organization luncheons such as Chamber of Commerce, Kiwanis, Rotary, etc.
* a 20-minute educational edition for showings at schools, P.-T.A. meetings, women's clubs, etc.

Radio has kept silent about itself long enough. Join the chorus. Speak up and help ALL RADIO sing ALL the praises of America's greatest advertising medium. Send in the coupon right away for complete details on how YOU can join the rest of the industry in benefiting from the All-Radio Presentation.

ALL-RADIO PRESENTATION COMMITTEE

THE COMMITTEE—Gordon Gray, WIP, Chairman—Maurice B. Mitchell, BAB—Herbert L. Krueger, WTAG, Treasurer—Eugene S. Thomas, WOIC—Leonard Asch, WBCA—Ellis Atterberry, KCKN—Lewis Avery, Avery-Knodel—Wib Ba.tin, TBA—Bond Geddes, RMA—Ivor Kenway, ABC—Harry Maizlish, KFWB—W. B. McGil', Westinghouse Stations—Frank Pellegrin, Transit Radio, Inc.—Victor M. Ratner, R. H. Macy—Hanque F. Ringgold, Edward Petry & Co.—Irving Rosenhaus, WAAT—F. E. Spencer, Jr., Hollingbery Co.—George Wallace, NBC—Ralph Weil, WOV.

THE ALL-RADIO PRESENTATION

tells Radio's unique story to all advertisers on a scale that no one station or network ever could.

shows how Radio helps build and maintain good business in the smallest as well as largest of communities.

demonstrates what a money-saving buy Radio is.

stresses the enormous size of the Radio audience and the intensity of its listening attention.

sells Radio as the most practical way of reaching more customers at less cost.

The ALL-Radio Presentation Committee

c/o Broadcast Advertising Bureau
270 Park Avenue, New York 17, N.Y.

Yessir, I do want to be part of the ALL-Radio Presentation. Please send me further details on how I can subscribe at once.

Name_____

Station_____

Address_____

City_____ State_____

WANNA CASH IN ON BOND (Ky.)?

If you're looking for dividends from Bond (Ky.), *don't* buy WAVE. You wouldn't get much "interest" on that investment!

Instead, WAVE concentrates exclusively on the Louisville Trading Area, the one blue-chip market in Kentucky. Every day is coupon-clipping day in these 27 prosperous counties, because folks living here have an $1139 greater Effective Buying Income per family than their country cousins, out in the *rest* of the State.

Yep, that's our brand of collateral. And you don't have to mortgage the homestead to use WAVE!

LOUISVILLE'S
WAVE

NBC AFFILIATE
FREE & PETERS, INC.,
5000 WATTS . 970 KC
NATIONAL REPRESENTATIVES

Open Mike"

(Letters are welcomed. The editors reserve the right to use only the most pertinent portions.)

Pillsbury Orchids

EDITOR, BROADCASTING:

Congratulations on the Cedric Adams story [BROADCASTING, Dec. 19]. We have heard much favorable comment. Because of his new CBS program there is a lot of interest in Cedric Adams and we believe this article was timely and comprehensive not only in the radio field but far beyond.

Robert J. Keith
Dir. Advertising and Public Relations
Pillsbury Mills Inc.

* * *

EDITOR, BROADCASTING:

Our sincere thanks for your splendid Cedric Adams article. We are proud that he will be sponsored by Pillsbury Mills Inc. starting Jan. 3 on CBS. Your story explains some of the reasons for Cedric's appeal.

Wendell Campbell
General Manager
WCCO Minneapolis-St. Paul

* * *

Business Guide Posts

EDITOR, BROADCASTING:

With great interest and much admiration I have read your statement, "Business, Buyers and Broadcasting" in the Dec. 12 issue of your magazine.

So favorably impressed was I by this statement that I have suggested that it be read by every member of our journalism and radio faculty. Moreover, I am making it a permanent part of my lecture notes for the Principles and Ethics and Advertising courses.

Had you thought of printing this separately and giving it wide distribution among educators, agency men, and others who should have this message?

John E. Drewry
Dean, Henry W. Grady School of Journalism
U. of Georgia
Athens, Ga.

* * *

EDITOR, BROADCASTING:

I have just read with interest in your issue of Dec. 12 "A Statement by the Publisher" addressed to "Business, Buyers and Broadcasting." In this statement, you state as follows:

> "Our thesis then was that radio was not show business per se; that it was a combination of the theatre, the newspaper, the school, the church, but with a more intimate and penetrating voice than any of them. Hence, American radio was not typified by New York or Chicago or Hollywood. It was Main Street, U. S. A."

Needless to say, we are heartily in accord with your viewpoint. Particularly, regarding Main Street, U. S. A. Keystone was conceived on the theory that more and more buying is influenced on the local level. This is the idea that we have been selling for the past 10 years with increasing success and are looking forward to progress comparable with yours for the years to come.

Naylor Rogers
Executive V. P.
Keystone Bcstg. System
Chicago

* * *

4-H Thanks Radio

EDITOR, BROADCASTING:

The wholehearted cooperation of the radio and television networks, commercial and sustaining programs, and the unqualified support of local TV, AM and FM stations in Chicago, and all over the United States, made this year's radio coverage of the National 4-H Congress in Chicago (Nov. 27-Dec. 1) the greatest yet. For the record, radio-TV presented 25 AM network broadcasts featuring 4-H guests, commentary, or special music, seven TV network and seven local TV shows, along with over half a hundred local AM programs, seven direct lines and hundreds of transcriptions.

One station, WJR Detroit, sent their mobile unit to Chicago to help RFD's from all stations and Extension workers with the big job of making recordings with the youngsters to send back to their home stations.

Our thanks and appreciation can be multiplied by that of the 1,200 4-H boys and girls whose bright, optimistic story was told so well by the radio industry the length and breadth of our land.

Joe Tonkin
Extension Radio Specialist
Chairman, 4-H Congress Radio-TV Committee
U. S. Dept. of Agriculture
Washington

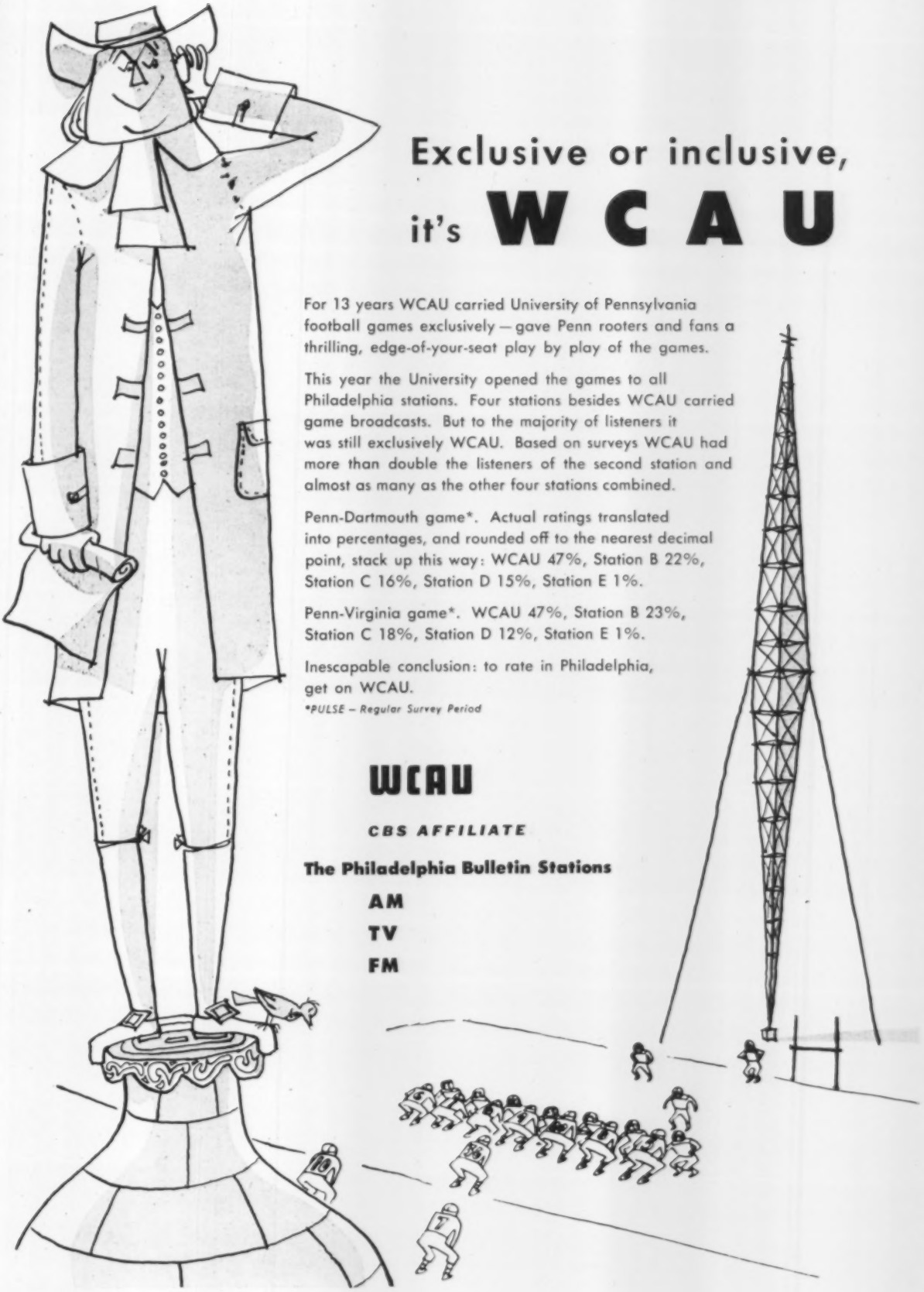
* * *

Hitch-hike Medium?

EDITOR, BROADCASTING:

When is radio going to wake up and realize that we have to promote radio and not other media? Listen to the programs and you will hear what I refer to. For example—in a recent network mystery show, the hero strolls into an antique shop

(Continued on page 73)



Exclusive or inclusive, it's WCAU

For 13 years WCAU carried University of Pennsylvania football games exclusively — gave Penn rooters and fans a thrilling, edge-of-your-seat play by play of the games.

This year the University opened the games to all Philadelphia stations. Four stations besides WCAU carried game broadcasts. But to the majority of listeners it was still exclusively WCAU. Based on surveys WCAU had more than double the listeners of the second station and almost as many as the other four stations combined.

Penn-Dartmouth game*. Actual ratings translated into percentages, and rounded off to the nearest decimal point, stack up this way: WCAU 47%, Station B 22%, Station C 16%, Station D 15%, Station E 1%.

Penn-Virginia game*. WCAU 47%, Station B 23%, Station C 18%, Station D 12%, Station E 1%.

Inescapable conclusion: to rate in Philadelphia, get on WCAU.

PULSE – Regular Survey Period

WCAU

CBS AFFILIATE

The Philadelphia Bulletin Stations

AM
TV
FM

WBIG

"The Prestige Station of the Carolinas"

HOOPER STATION AUDIENCE INDEX

WINTER, 1949 CITY ZONE Greensboro, N. C.

	WBIG
Monday thru Friday 8:00 AM—12 N	46.0
Monday thru Friday 12:00 N—6:00 PM	41.2
Sunday thru Saturday 6:00 PM—10:00 PM	59.8

columbia affiliate

5000 w. day & nite

Greensboro, North Carolina

represented by hollingbery

AM-FM-TV Station Deletions During 1949

FOLLOWING are the AM-FM-TV station deletions during 1949 to Dec. 15, including 60 AM authorizations (20 licenses, 40 construction permits), 209 FM authorizations (6 licenses, 189 CPs, 14 conditional grants) and 13 TV CPs [BROADCASTING, Dec. 19]. Stations are listed alphabetically by state and city with dates deleted and reasons where given.

ALABAMA

AM—WMOB* Mobile, Lic., June 15, E.
FM—WBRC-FM* Birmingham, Lic., Dec. 20, E; WTNB-FM Birmingham, CP, April 25, F; WALA-FM Mobile, CP, Mar. 28, F; WMOB-FM* Mobile, CP, June 23, E; WMGY-FM* Montgomery, CP, Oct. 21; WSFA-FM* Montgomery, CP, April 22, E; WSYO* Sylacauga, CP, April 27, F; WJRD-FM Tuscaloosa, CP, April 15, F; WTBC-FM Tuscaloosa, CG, Aug. 22, E.

ARIZONA

AM—KPSC Phoenix, CP, April 22, F; KTSC Tucson, CP, April 22; KSOL Yuma, CP, Dec. 8, T; KYSC Yuma, CP, Feb. 2, F.
FM—KPSC-FM Phoenix, CP, April 29, F; KTSC-FM Tucson, CG, April 29, F.

ARKANSAS

AM—KRKN* Fort Smith, Lic., Mar. 15, E.
FM—KWHN-FM Fort Smith, CP, Nov. 7; KWEM-FM West Memphis, CP, April 25, F.

CALIFORNIA

AM—KCOI Coalinga, CP, Sept. 12, F; KFRE* Fresno, Lic., Mar. 6, M-KTKC; KCLF Salinas, CP, July 19, F; KYOR* San Diego, Lic., July 14, M-KSUN.
FM—KWIK-FM Burbank, CP, Nov. 18, F; KCSB-FM Colton, CP, April 13, F; KFEY Fresno, CP, Aug. 26, F; KCLI-FM* Los Angeles, CP, May 6; KOMB Los Angeles, CP, Aug. 16, E; KVOM Madera, CP, April 22, F; KROW-FM Oakland, CP, Aug. 29, E; KCRN Palo Alto, CG, Feb. 7; KREC Redlands, CP, Aug. 10, F; KRCC* Richmond, CP, July 15, M; KRCN Riverside, CG, Jan 10, E; KFXM-FM* San Bernardino, CP, June 14, E; KVSM-FM San Mateo, CP, April 8; KRUZ Santa Cruz, CP, April 14, F; KSMB* Santa Monica, Lic., Dec. 16; KSRO-FM Santa Rosa, CP, Feb. 1, E.
TV—KARO Riverside, CP, June 22, F; KGDM-TV Stockton, CP, June 10.

COLORADO

AM—KCRO Englewood, CP, Oct. 14, F (Set aside pending hearing); KROM Pueblo, CP, April 14, E.

CONNECTICUT

FM—WBTC Bridgeport, CP, April 25, F; WITF Bridgeport, CP, Feb. 1, E; WNAB-FM Bridgeport, CP, May 6, F; WFIR Danbury, CP, May 27; WLAD-FM* Danbury, CP, Sept. 27, E; WHRY-FM Waterbury, CP, June 9, E; WWCO-FM Waterbury, CP, Mar. 14, E.

DELAWARE

FM—WJWL-FM Georgetown, CP, Sept. 14, F; WILM-FM Wilmington, CP, Dec. 16; WTUX-FM Wilmington, CP, Oct. 26.

DISTRICT OF COLUMBIA

FM—WTOP-FM Washington, CG, April 1, M-WINX-FM.

FLORIDA

AM—WLBF* Leesburg, Lic., June 23, M-WEUS as WLBE.
FM—WDBF Daytona Beach, CP, Nov. 16, E; WLBF-FM Leesburg, CP, June 1, F; WFYE Miami, CG, April 13, E; WSUN-FM St. Petersburg, CP, Aug. 11; WJNO-FM* West Palm Beach, CP, Dec. 15.
TV—WJHP-TV Jacksonville, CP, April 13, F; WPDQ-TV Jacksonville, CP, July 22, F; WSEE-TV St. Petersburg, CP, Oct. 7.

GEORGIA

AM—WPKM Atlanta, CP, July 21, F; WGBA* Columbus, Lic., Sept. 19, M-WSAC.
FM—WFWM Atlanta, CP, Sept. 1, F; WPKM Atlanta, CG, Sept. 21, WEAS-FM Decatur, CP, Sept. 9, WGLS-FM Decatur, CP, May 6; WRGA-FM Rome, CP, Jan. 27, F; WLAQ-FM Rome, CP, Mar. 14, E; WCCP-FM Savannah, CP, Mar. 28, F.

IDAHO

FM—KID-FM Idaho Falls, CP, Mar. 24, E; KPST-FM Preston, CP, Sept. 1, F; KWEI-FM Weiser, CP, Mar. 16, E.

ILLINOIS

FM—WCFL-FM* Chicago, CP, Oct. 25, T; WHKR Marion, CP, April 23, WQUA-FM Moline, CP, April 29; WMBI Oak Park, CP, Mar. 2, F; WMMJ-FM Peoria, CP, April 15, E; WWXL-FM Peoria, CP, July 15, F; WKER Waukegan, CP, Sept. 30, F.
TV—WEEK-TV Peoria, CP, June 1, F; WMBT Peoria, CP, Sept. 29.

INDIANA

AM—WFTW* Fort Wayne, Lic., Nov. 22, M-WKJG; WKMO* Kokomo, Lic., June 21, E; Home Bcstrs. Inc., Logansport, CP, Mar. 17, E.
FM—WREA Anderson, CP, Aug. 22, F; WIOC Croydon, CP, Mar. 16, F; WFTW-FM* Fort Wayne, CP, Sept. 26, E; WGOS Goshen, CP, Sept. 16; WFBM-FM Indianapolis, CP, June 30; WIBC-FM Indianapolis, CP, May 2; WIRE-FM Indianapolis, CP, Jan. 18; WISH-FM Indianapolis, CP, May 31; WMRC Indianapolis, CP, Feb. 10, E; WVNA Indianapolis, CP, June 14, T; WKMO-FM* Kokomo, Lic., June 14, E.
TV—WUTV Indianapolis, CP, Mar. 28, F.

IOWA

FM—KCON Atlantic, CP, Oct. 28, E; KSIB-FM Creston, CP, June 2, F; KBIG-FM Des Moines, CP, Oct. 5, F; KIOA-FM Des Moines, CP, Mar. 2, E; KFNF-FM Shenandoah, CP, April 15, F.

KANSAS

AM—KTMP El Dorado, CP, Aug. 17, KGAR* Garden City, CP, June 13 (Withdrew because of FCC delay in revocation case); KSWN Winfield, CP, April 25, F.
FM—KGAR-FM* Garden City, CG, June 14 (See AM); KSBS* Kansas City, CP, Aug. 31, E; KTOP-FM Topeka, CP, July 27, E; WREN-FM Topeka, CP, Mar. 24; KWBB-FM Wichita, CP, Mar. 2, F.

KENTUCKY

FM—WKLX-FM Lexington, CP, Jan. 10, E; WLAP-FM Lexington, CP, April 13, F.

LOUISIANA

AM—KDXJ Jennings, CP, April 28, F; WJBW* New Orleans, Lic., Aug. 17, L; KJAN Opelousas, CP, Sept. 9, F.
FM—WDSW New Orleans, CP, May 18; WNOE-FM New Orleans, CP, Oct. 7, F; KTBS-FM Shreveport, CP, Sept. 27, E.
TV—WTPS-TV New Orleans, CP, July 29, E.

MAINE

AM—WDAV Lewiston, CP, Oct. 10, F.
FM—WGAN-FM* Portland, Lic., Aug. 2.

MARYLAND

AM—WTLS Baltimore, CP, Nov. 21, E.

MASSACHUSETTS

AM—WORL* Boston, Lic., May 31, L; WKOB* North Adams, Lic., Feb. 8, E.
FM—WBKT Brockton, CP, April 27, F; WCFR* Fall River, CP, July 8, E; WSAR-FM* Fall River, CP, April 11, E.

MICHIGAN

AM—WIKB* Iron Mountain, Lic., June 30, E (Granted new station at Iron River).
FM—WLCG Dearborn, CG, June 14, E; WBCO Detroit, CP, Mar. 2, F; WDFM Detroit, CP, April 25, F; WJPD Escanaba, CG, Aug. 11, E; WBBC-FM Flint, CP, June 9, E; WFDF-FM Flint, CP, June 2, E; WGSE Grosse Point, CP,

(Continued on page 20)

EXPLANATION of symbols: Lic.—license; CP—construction permit; CG—conditional grant; (*)—on the air at time of deletion; E—dropped for economic reasons; F—forfeited by FCC for failure to prosecute application or fulfill terms of authorization; M—merger with station indicated through purchase or sale; R—revocation by FCC; L—license renewal denied by FCC; T—dropped for technical reasons such as unable to secure site or meet conditions of permit.

On All Accounts

(Continued from page 12)

ship of one of them. He found his work very pleasant for it developed that the theatre had the "prettiest cashier" he had ever seen—Karen Greer, who was later destined to handle his personal cash.

A year later he left the theatre, took his cornet out again, and played with various bands around Portland. In 1926 he moved to Spokane where he formed his own band, Bob and the Boys. One of his first engagements was to play at the farewell party given for Bing Crosby when the latter first left to join Paul Whiteman's band.

A few months after this Bob joined KFPY Spokane (now KXLY), then getting started, to do programming. His next ten years were spent there learning radio with the station. In 1931 he received the title of director of broadcasting.

Leaving there in 1936 he spent a year with KSFO San Francisco in a supervisory capacity; several months as CBS political commentator for the 52d session of the state legislature at Sacramento, and a year and a half as producer and sound effects man for C. P. MacGregor, Hollywood.

In 1941 he started back East and joined W. E. Long Co., Chicago advertising agency, as assistant radio director for its bakery management service. During his next four years there he handled all radio production and time buying for the 80 independent bakeries serviced by the agency.

In 1945 Bob changed the source of his daily bread when Interstate Bakeries arranged to have him join their agency, Dan B. Miner Co., Los Angeles, as radio director. After two years there he became producer on KMPC Hollywood *Women Are Wonderful* show for Homemaker's Club. And in 1948 he joined the Jordan Co. in his present capacity.

In addition to his other accounts, Bob also is planning television spot campaigns for four newly-acquired clients—B-Z-B Honey, Kermin's Food Products, Plasti-Glo Paint, Armstrong's Nurseries, as well as for several other agency accounts.

Bob and his "prettiest cashier" settled their accounts in 1928 when they were married in Spokane. They've added one item to the budget since then—Robert Greer, 18. The Struble home is in Sunland, Calif.

Never losing touch with the society responsible for his musical education, Bob spends most of his spare time with the Boy Scouts. He is Commissioner of Scouting for the Verdugo Hills Council, scoutmaster of a troop in Tujunga, and chairman of the committee of Air Squadron #3. Going on hikes and outings with his boys makes any other form of exercise unnecessary exertion.

On the club side, he puts to use his being an optimist "by nature and association" as a member of the Optimists' Club.

N. Y. Showers!

THE shortage of water in New York City gave General Manager Willard L. Cobb of KALB Alexandria, La., an opportunity for a timely and effective promotion stunt fortnight ago. Mr. Cobb sent to accounts and timebuyers in the parched metropolis four-ounce baby bottles of Louisiana water with a label attached, pointing out that although it might be dry in New York there are "torrential showers of sales in Louisiana, Texas, Mississippi and Arkansas for those who use the facilities of KALB (5 kw, 580 kc) and KALB-FM (11 kw, 96.9 mc)." The bottles were flown to the station's New York representative, Weed & Co., for distribution.

Plan Observations

FCC COMRS. George E. Sterling and Edward M. Webster have been granted permits and licenses by the Commission for mobile transmitters in their automobiles for observation of the new miscellaneous common carrier service. Both units will operate on 158.49 mc in conjunction with the American Radiotelephone Service of Washington. Federal Telephone and Radio Corp. equipment will be used.

HONORED is Grady Cole (r), WBT Charlotte humorist - commentator, who receives a scroll of appreciation from James B. Vogler, secretary, North Carolina Retail Grocers Assn., for services rendered in promoting the Food Show and Exposition held by the Charlotte Grocers Assn.

In Buffalo you can go places fast with WGR
---AND ITS HIGHER-THAN-EVER
HOOPER RATINGS
EDGAR BERGEN · ARTHUR GODFREY · BOB HAWK · SUSPENSE
LUX RADIO THEATRE · MY FRIEND IRMA · BUDDY CLARK
LOWELL THOMAS · HALLMARK PLAYHOUSE · JACK SMITH · THE F.B.I.
DICK HAYMES · EDWARD R. MURROW · SING IT AGAIN
MR. & MRS. NORTH · THE GOLDBERGS
LUCILLE BALL · ABE BURROWS
MR. KEEN · CRIME PHOTOGRAPH
JOAN DAVIS · GROUCHO MA
MR. CHAMELEON · DR. CHRISTIAN
BING CROSBY · BURNS & ALLEN
EVE ARDEN · AMOS 'N' ANDY
JACK BENNY · INNER SANCTU
RED SKELTON · HELEN HAYES
HORACE HEIDT · MYSTERY THEA
PHILIP MARLOWE · GANG BUSTERS · DINAH SHORE · GENE AUTRY
HIT THE JACKPOT · WE, THE PEOPLE · VAUGHN MONROE · CONTENTED HOUR
NOW ON
WGR
CBS
550
Leo J. ("Fitz") Fitzpatrick
I. R. ("Ike") Lounsberry
WGR 550 Broadcasting Corporation
RAND BUILDING, BUFFALO 3, N. Y.
National Representatives: Free & Peters, Inc.

The MONROE Doctrine

KNOE

Tops IN POWER

5000 WATTS DAY & NIGHT

BLANKETING N. E. LOUISIANA - BORDER AREAS ARKANSAS AND MISSISSIPPI

KNOE

Tops IN HOOPER

STATION AUDIENCE INDEX
FALL 1949*

	8 AM-12 N	12 N-6 PM	6-10 PM
KNOE	47.6	43.9	42.9
Station A (Monroe)	41.5	40.2	41.3
Station B (Shreveport)	6.6	3.3	6.8
Station C	2.1	8.9	——
Others	2.2	3.7	9.0

* November

ROBERT W. DUMM, Gen. Mgr.

KNOE

THE JAMES A. NOE STATION
MONROE, LOUISIANA

Represented by
RA-TEL Representatives
NBC Affiliate

AM-FM-TV Deletions During 1949

(Continued from page 18)

May 31, F; WJOE Hillsdale, CP, Dec. 14, F; WJIM-FM Lansing, CP, Jan. 10, E.

MINNESOTA

AM—KYDS St. Paul, CP, July 7, F (Set aside for hearing).
FM—KBTR* Minneapolis, CP, Nov. 17, E; KFMP Red Wing, CP, April 25, F.
TV—KRTV Minneapolis, CP, Sept. 8, F.

MISSISSIPPI

FM—WLOX-FM Biloxi, CP, Mar. 25, E; WROX-FM Clarksdale, CP, Oct. 5, F.

MISSOURI

FM—KXLW-FM* Clayton, CP, Nov. 21; KIMO-FM Independence, CP, Feb. 28, F; KMBC-FM* Kansas City, Lic., Dec. 12; KSD-FM* St. Louis, Lic., Nov. 10; KWGD* St. Louis, M-KWK; WIL-FM* St. Louis, CP, Nov. 29, E.

MONTANA

AM—KGFM Great Falls, CP, Oct. 17, F; KMSU Missoula, CP, Dec. 7, F.

NEBRASKA

AM—KALA Alliance, CP, July 6.
FM—KFAB-FM* Lincoln, CP, May 17; KOIL-FM Omaha, CP, Oct. 7, E; KWOW Omaha, CP, June 14, E.

NEVADA

AM—KVNC Carson City, CP, June 27, F; KELN Ely, CP, May 26, F.

NEW HAMPSHIRE

FM—WFMI* Portsmouth, CP, Aug. 22.

NEW JERSEY

FM—WANQ Camden, CP, April 22, F; WATC Elizabeth, CP, June 30; WGET Elizabeth, CP, Nov. 18, F; WIML Jersey City, CG, Dec. 5; WVNJ-FM Newark, CG, April 1, E; WWDX* Paterson, Lic., Jan. 18, M-WPAT-AM-FM.

NEW MEXICO

AM—KYLE Alamagordo, CP, April 6, F; KDEF Albuquerque, CP, May 11, F; KOTS Deming, CP, Oct. 11, F.

NEW YORK

AM—WONO Oneonta, CP, Mar. 16 (Granted station at Saratoga Springs); WONO Saratoga, CP, July 14, F.
FM—WFET Binghamton, CP, Feb. 15; WGR-FM Buffalo, CP, Mar. 14, E; WKBW-FM Buffalo, CP, June 2; WVFC* Ithaca, CP, July 18, M-WHCU-FM; WKNY-FM Kingston, CP, Oct. 25, T; WHIA Mineola, CP, April 13; WIFM New Rochelle, CP, Jan. 4, E; WJJL-FM Niagara Falls, CP, Nov. 7; WDOS-FM* Oneonta, Lic., Nov. 21; WKAL-FM Rome, CP, Jan. 12, E; WFRB-FM Utica, CP, April 27, F; WYON Yonkers, April 22, F.
TV—WAGE-TV Syracuse, CP, Feb. 16, economic and engineering uncertainty in future; WVTL Utica, CP, Jan. 27, technical and economic uncertainty.

NORTH CAROLINA

AM—WNCA* Asheville, Lic., April 12; WHHT* Durham, Lic., Nov. 30, M-WSSB; WGNE Greenville, CP, April 1, M-WGTC; WKNS* Kinston, Lic., April 2, M-WFTC.
FM—WISE-FM* Asheville, CP, Nov. 14, E; WDUK-FM Durham, CP, Aug. 18, E; WMGN Morganton, CP, Mar. 9, F; WGTM-FM* Wilson, Dec. 5, E.

OHIO

FM—WADC-FM Akron, CP, Oct. 5; WAND-FM* Canton, CP, Sept. 12, F; WOYO Cincinnati, CG, Mar. 24, E; WING-FM Dayton, CP, May 2; WMAN-FM Mansfield, CP, May 30, E; WLCY Painesville, CP, Mar. 2, F; WKRV Ravenna, CP, Oct. 26, F; WEAL Toledo, CP, Mar. 9, F; WHHH Warren, CP, May 11; WHIZ-FM Zanesville, CP, Feb. 7, E.

OKLAHOMA

AM—KAMC Stillwater, CP, July 7, F (Set aside for hearing).
FM—KADA-FM Ada, CP, Oct. 9, F; KOAK Clinton, CP, Aug. 5, F; KSWO-FM Lawton, CP, Mar. 14, T; KRNA Okmulgee, CP, Jan. 13.

OREGON

FM—KMED-FM Medford, CP, Feb. 15.
TV—KTVU Portland, CP, Nov. 22, F.

PENNSYLVANIA

AM—WTWS* Clearfield, Lic., Ma... E.
FM — WCNR-FM Bloomsburg, ... Aug. 23; WLTR-FM Bloomsburg, ... Sept 27, E; WNAR-FM Norristown, ... Mar. 14, E; WDOE Oil City, CP, Ma... F; WKRZ-FM Oil City, CP, Apri... F; WDAS-FM Philadelphia, CP, ... 27; WJMJ-FM Philadelphia, CP, ... 4, E; WHWL-FM Scranton, CP, ... 24, E; WISL-FM Shamokin, CP, Ma... E; WVPO-FM Stroudsburg, CP, Oct...

PUERTO RICO

AM—WECW* Mayaguez, Lic., Nov... (Decided not to enter renewal hearin... WPBP* Mayaguez, CP, Feb. 28, ... WEMB* San Juan, Lic., Nov. 18, ... WKAQ.
FM—WSJN San Juan, CP, Mar. ... E; WVPR San Juan, CP, April 22, ...

RHODE ISLAND

FM—WFCI-FM Pawtucket, CP, Ju... 12; WEAN-FM Providence, CP, Mar. ...

SOUTH DAKOTA

AM—KABR* Aberdeen, Lic., Ma... 31, E.

TENNESSEE

AM—WCLC Clarksville, CP, Sept. ... F; WNAH Nashville, CP, May 5 (De... instated Aug. 4 for 1360 kc); WTP... Paris, CP, June 21 (Granted ... facility there); WOST Sparta, CP, Ma... 6 (Reinstated Sept. 21).
FM—WAGC-FM Chattanooga, C... April 2, F; WDEF-FM Chattanoo... CP, Sept. 23, E; WCLC-FM* Clarks... ville, CP, July 1, E; WKPB* Knox... ville, CP, April 15, E; WNOX-FM... Knoxville, CP, July 27, E; WMC... Memphis, CP, July 21, E; WPA... Memphis, CP, Aug. 29, T; WREC-FM... Memphis, CP, Jan. 12; WNYS Nash... ville, CP, Jan 18.

TEXAS

AM—KBRZ* Bryan, Lic., Dec. ... E; KVLU Lubbock, CP, Sept. 8, F (Set aside for hearing); KCUI Midland, C... April 28, F; KXCL San Angelo, C... July 28; KRST Tyler, CP, June 25, F.
FM—KVAI-FM Amarillo, CP, Apri... 25, F; KFDM-FM Beaumont, CP, No... 6; KVRO Brownsville, CP, Jan 19, F; KSKY-FM Dallas, CP, Mar. 14; KSWW-... Fort Worth, CP, May 23, E; KGLF-... Grand Prairie, CP, Sept. 9, F; KVKO-... Harlingen, CP, Mar. 2, F; KHCO Hous... ton, CP, April 28, F; KOPY* Houston, ... CG, Dec. 12; KAIR Laredo, CP, Sept. ... 2, T; KCBD-FM Lubbock, CP, April 1... F; KSEL-FM Lubbock, CP, Feb. 1... KVMR McAllen, CP, Jan. 19, F; ... KECK-FM Odessa, CP, Mar. 2; KBIL-... Plainview, CP, May 31, E; KPAC-FM... Port Arthur, CP, April 15, F; KPTR-... Raymondville, CP, Feb. 28, F; KGKL-... FM San Angelo, CP, Feb. 1, T; KSSS-... San Antonio, CP, Sept. 27, E; KTSA-... FM* San Antonio, CP, Oct. 5, M-KYFM-... WOAI-FM* San Antonio, CP, Sept. 27, ... E; KRGV-FM Weslaco, CP, Mar. 14, F; ... KFDX-FM Wichita Falls, CP, April 29, ... KTRN-FM* Wichita Falls, Lic., May ... 31, E.

UTAH

AM—KJMS North Springville, CP, ... Nov. 17, F.

VIRGINIA

AM—WLBW Lynchburg, CP, Feb. ... 3, F.
FM—WEAM-FM Arlington, CG, Aug. ... 5; WCYB-FM Bristol, CP, Jan. 4, E; ... WLOW-FM* Norfolk, CP, Dec. 15; ... WFFV Suffolk, CP, June 22, T.

WASHINGTON

AM—KGIB Bremerton, CP, July ... 13, F.
FM—KFMU Seattle, CP, April 22, F; ... KING-FM Seattle, CP, Aug. 19, M-... KRSC-AM-FM; KTBI-FM Tacoma, CG, ... Mar. 15, E.

WEST VIRGINIA

FM—WCHS-FM Charleston, CG, July ... 27; WGAZ Charleston, CP, Mar. 24, E; ... WBLK-FM Clarksburg, CP, Dec. 5, E; ... WLOH-FM Princeton, CP, Dec. 15.

WISCONSIN

FM—WMIL Milwaukee, CP, Mar. 31; ... WKBH-FM* La Crosse, CP, May 17; ... WVOW Wausau, CP, June 6, T.

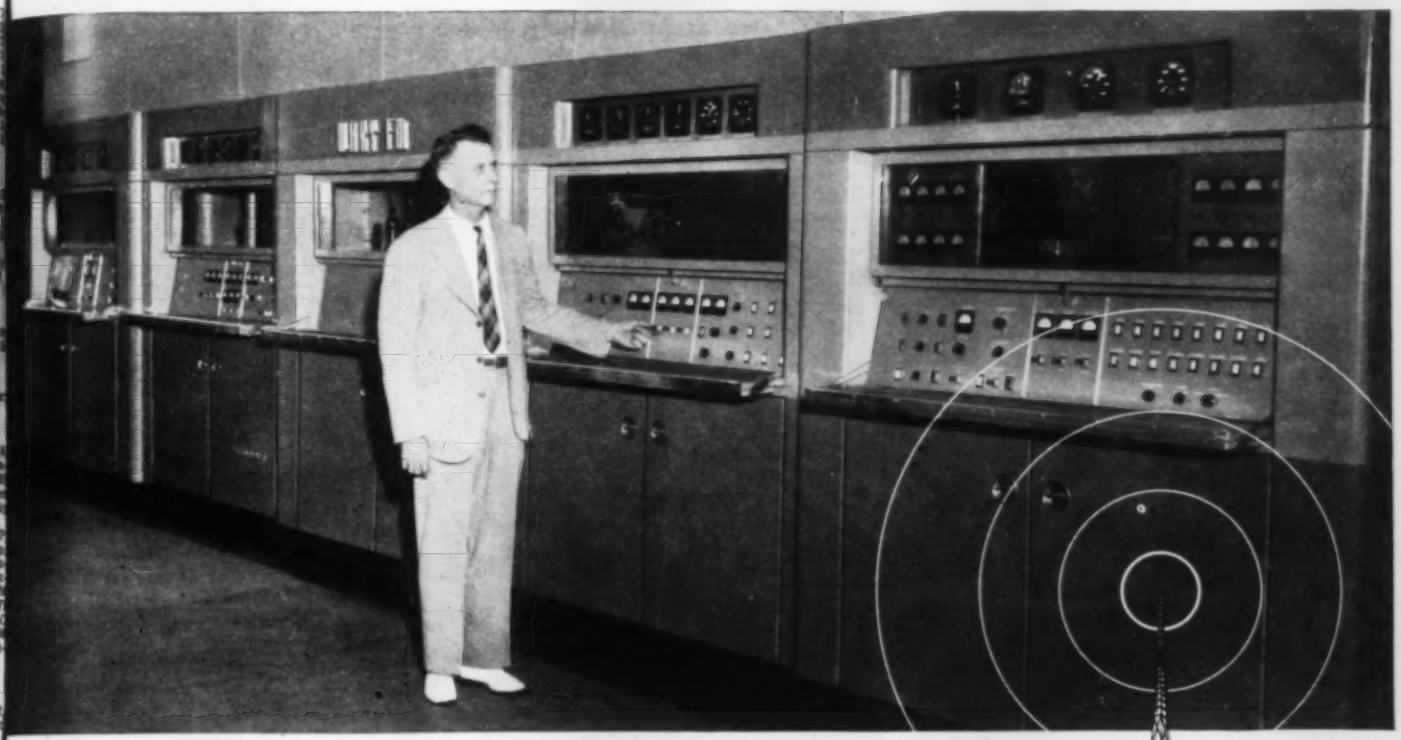
WYOMING

FM—KFBA Cheyenne, CP, Jan. 5.

Explanation of symbols in legend on page 18.

YOU CAN BE **SURE**.. IF IT'S

Westinghouse



General Manager E. S. Long makes an adjustment on the new Westinghouse 50-kw FM transmitter at WHKY-FM, Hickory, North Carolina. WHKY, an ABC outlet, is the first FM station in the world using the revolutionary Westinghouse Symmetron Amplifier.

HOW TO GROW KILOWATTS ...with Westinghouse FM

We could have titled this "How to grow greater revenue". For station revenue grows with greater power. And, today, with AM channels extremely limited, the greatest possibility for power expansion lies in FM. That's why we want to tell you about Westinghouse FM Transmitters.

Westinghouse has designed its FM broadcast equipment with the particular thought in mind that a station can start with a small transmitter and, by simply and quickly adding to it, grow to the full power allowed.

Just such a case in point is station WHKY-FM shown above. WHKY started as a 250-watt AM operation. Management was alert to the limitations existing in AM transmission and quickly foresaw the opportunities afforded by FM. They switched to FM operation at first with a 3-kw Westinghouse Transmitter. By adding to this, power output was brought up to 10 kw. Then, early in 1949, the revolutionary Westinghouse Symmetron Amplifier was added to make the rating 50 kilowatts.

The unique design of Westinghouse FM Equipment made these progressive steps possible for station WHKY . . . and this same unique design, another Westinghouse "first", can help *you*, too, to grow kilowatts . . . and revenue . . . with Westinghouse FM.

Call your Westinghouse office today for complete information on FM transmitters. Or write direct to Westinghouse Electric Corporation, 2519 Wilkens Avenue, Baltimore 3, Md.

J-02183

Westinghouse

FIRST IN BROADCASTING

IT'S EASY, IF YOU KNOW HOW!

AT KWKH we don't know how to do handstands, or "fingerstands" either, but we *do* know how to get and hold the greatest radio audience in our booming four-state area.

Shreveport Hoopers prove that KWKH gets the greatest Share of Audience in our great metropolitan market. March-April, '49 figures, for instance, showed a 34.3% greater Share of Audience than Station B for Total Rated Periods.

Mail-pull figures, paid attendance at "live" shows and BMB percentages prove that KWKH is tops with the rural audience, too.

By any measurement, KWKH is the best buy in this rich Southern market. May we send you all the proof?

KWKH

SHREVEPORT

Texas
LOUISIANA
Arkansas
Mississippi

50,000 Watts • CBS •

The Branham Company
Representatives

Henry Clay, *General Manager*

BROADCASTING
TELECASTING

Vol. 37, No. 26 WASHINGTON, D. C., DECEMBER 26, 1949 $7.00 A YEAR—25¢ A COPY

LOOKING TO '50

Yearend Roundup

New Records Seen—With a Note of Caution

THE business of broadcasting promises to set new records in 1950, judging by preponderant opinion of leading industry figures.

Spokesmen for all industry facets surveyed by BROADCASTING in its annual yearend forecast, were almost unanimous in predicting another all-time high for gross time sales, maintaining the 29-year upward trend.

Stations, agencies, advertisers, networks (which had a bad year), representatives, trade associations, service companies, manufacturers, attorneys and engineers—all look for increased time sales next year.

In addition, substantial majorities in these groups expect overall business and industry to be better or at least as good as 1949.

All principal segments of the broadcasting-telecasting industry were separately surveyed by BROADCASTING during the last fortnight to obtain their forecasts of 1950 business and summaries of 1949 developments.

Warnings Issued

Here and there among the hundreds of questionnaires filled out by industry spokesmen were warnings that not all is bright on the 1950 horizon. These warnings included a trend toward higher operating costs; loose rate practices, including cut-throat selling and per inquiry business; hemming-in effect on station patterns caused by Cuban interference; FCC's continued delay in deciding many problems striking at the heart of broadcast operations, and signs of unrest among local business firms hounded by eager station salesmen.

If AM stations are worried about television's arrival, they failed to show their concern in the questionnaires. Most of them are not worried—not yet, at least—and the rest figure TV actually has helped AM business by stimulating sales. Many pointed out that much of the TV income is new business and does not hurt aural broadcasting.

In the FM field prospects are not so bright though FM station operators, AM-FM and FM-only alike, are far from pessimistic and many look for increased business. On the other hand many AM-FM operators will face the temptation of dropping their FM transmissions to offset rising operating costs.

Fear of higher costs was conspicuous a year ago when BROADCASTING surveyed the industry to obtain views on 1949 prospects. These fears have been borne out in many cases, as have the optimistic forecasts of record time sales for the year. Many stations confronted by rising costs have managed to hold the line by improved efficiency in assignment of duties and careful management.

General business was good in 1949, though a year ago there were fears that a depression was imminent. Aside from such factors as coal and steel strikes, general business was good even in some strike-swept areas where pre-Christmas buying rose to equal or exceed past years.

Summed up, the views of industry segments on 1950 prospects follow:

ADVERTISERS—Radio and TV budgets of major national sponsors will continue to climb. About 45% will boost budgets, 53% will hold 1949 levels. Over 80% of TV users will spend more with the rest standing pat; new clients to enter medium. (See this page.)

AGENCIES—Some 40% to spend more in AM and TV, 30% stand pat, 29% noncommittal and 1% planning cutbacks. General feeling of confidence exists. Expanded budgets planned by 90% of TV users. (See page 23.)

STATIONS—Two-thirds expect increased time sales in 1950; 31% expect business to stay at same level; 2% expect sales to drop. Little fear of TV expressed and FM managers reflect confidence. (See page 32.)

NETWORKS—After an off year, networks look for gains in 1950. Time sales in 1949 down 5%, a smaller drop than was anticipated when doldrums struck last summer. (See page 31.)

REGIONALS, GROUPS—Increases ranging from 10% to 35% forecast. They expect to hold their own against television. (See page 30.)

TELEVISION—Unanimous in predicting substantial gains. Few expect to come out of the red and break even or show a profit in 1950. Expenses up. (See TELECASTING section.)

REPRESENTATIVES—Increased business averaging around 7% anticipated by 88%. All see spot gains with status quo for FM. Optimistic on business as a whole. (See page 30.)

TRADE ASSOCIATION—Keener competition among business firms is stimulant to greater advertising effort, with radio a main benefactor. Optimism keynotes their comments. (See page 31.)

FCC—Chairman Wayne Coy suggests industry-wide effort to increase listeners and make 1950 biggest year in radio's history. (See page 24.)

PROGRAM TRANSCRIPTION—Without exception these companies predict 1950 will be even better than 1949, a good year. (See page 28.)

LABOR—Obtained few increases last year, consider wage problems dominant. TV jurisdictional tangle a headache. (See page 29.)

CONGRESS—Strong sentiment to repeal excise and luxury taxes. Broad review of Communications Act possible in 1950. (See page 29.)

TRANSIT—Billings steadily mounting. New markets being opened. It'll be a much better year. (See page 28).

ENGINEERS—What to do about color TV is main 1950 problem from engineering viewpoint. (See page 29.)

LAWYERS—Confident of vast TV expansion but radio should remain most economical means of mass communication. (See page 32.)

[*Alphabetical index of industry executives quoted is on page 24*]

ADVERTISERS

Yearend Roundup

45% To Boost AM Budgets

RADIO and television expenditures of major national advertisers will continue to climb in 1950.

This was indicated last week in a BROADCASTING survey which showed:

● Approximately 45% of the respondent radio users are boosting their radio budgets for the new year, while 53% expect to keep up the pace they set in 1949.

● About 82% of the television users are expanding their appropriations for the visual medium, with the remaining 18% planning no substantial changes in current TV appropriations and a number of non-TV advertisers exploring the possibilities of entering the field.

The survey gave no support for fears that fast-growing television would lure advertisers' dollars away from sound radio in large numbers in 1950. A bare 2% of the respondents reported plans for reduced spending on AM —and in each case it was termed a "slight" decrease.

On the other hand, there was no instance of a TV advertiser planning to curtail his TV expenditures.

Many advertisers said they are increasing both radio and television appropriations.

The survey showed almost universal optimism as to general business prospects. Many of the participating companies reported record-setting business in 1949 and said they expected 1950's to compare favorably or reach new peaks.

In the face of a continuing buyer's market, it appeared certain that advertising emphasis will be on specific products to an even greater extent than heretofore.

Highlights of the returns:

Procter & Gamble, operating on fiscal-year appropriations extending to June 30, foresees no major changes in its advertising expenditures in 1950. President Neil H. McElroy reported:

"Procter & Gamble is looking forward to a good year in 1950. Our brands are enjoying strong consumer preference and our organization in all of its branches is seasoned and aggressive. No one can predict with accuracy the course of general conditions in this country and world wide, but indications are that

Mr. McElroy

(*Continued on page 42*)

WAYNE COY

Yearend Roundup

Listener Promotion In '50 Is Urged

By WAYNE COY
Chairman, Federal Communications Commission

YOU CAN'T tell me that *somebody* doesn't listen to the radio. With 85,000,000 sets out and with 2700 stations on the air, it just stands to reason that some people somewhere must listen.

But you know how it is. Here you are, either in government or industry, immersed day after day in multifarious and complex problems of broadcasting, and you meet people at parties or in the smoking parlor and after a bit of conversation when you've told them what line you're in, you get that stock crusher: "Oh, I never listen to the radio."

Mr. Coy

Surely, some of those people must be lying. But if so, why? What are they ashamed of? Why do they regard listening to the radio as a secret vice, a hush-hush peccadillo? Why do they feel they would lose face if their clandestine listening became known? Why do they feel it's not smart, or respectable or fashionable to obtain entertainment or information via the radio?

I suggest as a project for 1950 that broadcasters, besides trying to snare new listeners, also ponder what can be done to get those who already listen to admit they listen.

As to the other objective of increasing radio's circulation, I would like to see harder effort on this front in 1950 than has ever been put forth before. All this talk of 85,000,000 sets and 2700 stations is very heady and heartening but it's apt to be so misleading. After all, we are supposed to be getting radio service to people, not measuring our success by sets purchased or stations put on the air. I don't know what the up-to-date figures are but a network vice-president a while back stated that at night 75 percent of the sets are turned off and in the daytime 85 percent are turned off. As a member of the FCC which is supported not just by constant listeners but by all the taxpayers, I don't feel I can be complacent about a situation even approximating that.

Wants 'Real Progress'

I would like to see real progress made in 1950 to broaden broadcasting's base. Perhaps the industry ought to get some current information on this problem of how broadcasting can serve more of the public. Is it possible that broadcasters are too inclined to think of the public as a faceless mass instead of as people? Would it help to think of them not as stereotypes but as nextdoor neighbors—human beings, individuals, with many varied likes and dislikes, interests, problems and hobbies?

Are broadcasters getting as close to their people as they might by studying their local conditions? Or are they feeding them too much mass-produced material which the newspaper business calls "boiler-plate"? Do they, for example, strive as hard as they might to develop a local angle on wire stories or are they content to broadcast them just as they come off the teletype? Are they capitalizing on the community's interest in local talent, or is it all Crosby, Como and Sinatra? How many of their former listeners have soured on radio because of advertising excesses and have lost the listening habit?

An industry-wide effort to retrieve America's lost listeners could make 1950 the biggest year in radio's history.

Jones To Speak

FCC COMR. Robert F. Jones will be featured speaker at a luncheon meeting of the New York Chapter of the American Marketing Assn. to be held at the Hotel Commodore Tuesday, Jan. 17. His topic will be "Channels in the Sky." The luncheon is one of a series of monthly chapter meetings sponsored by the American Marketing Assn.'s New York Chapter.

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AGENCIES

Yearend Roundup

General Feeling of Confidence Prevails

GENERAL feeling of confidence in the coming year prevails among the majority of advertising agency offices surveyed by BROADCASTING at the year's end. This spirit apparently spells an arm-in-arm increase in both radio and television time sales in 1950.

According to officials in key market areas, there will be more radio billings with few cuts in that medium, while an overall expansion into TV is in sight. The latter reflects the steady influx of new video markets in 1949 and the expected rapid rise of station debuts in 1950. Some agencies' plans for TV are premised on their first-time handling of new money that the medium has attracted.

This trend is particularly noticeable on the West Coast where television's growing pains have sharpened the past year and hold pointed promise for the next. New York agencies are set for a TV increase with no slack expected in radio time sales.

Overall picture finds some 40% of responding agencies planning more radio spending; about 30% expecting to keep radio on an even keel; less than 1% expecting cutbacks, and the remainder looking forward to a good advertising year.

Of those acknowledging activity in TV, more than 90% are mapping fatter budgets. Approximately 50% or better of those agencies are planning proportionate increases in radio spending. A substantial percentage of this TV money is going into both national spot and network along the same avenue of radio expenditures. Agencies are divided on placement emphasis, many of the officials warning that higher station rates may force the local advertiser out of heavy TV placement.

Although enthusiasm is high on both the East and the West Coasts, the feeling is not rubber-stamped in the Midwest. In this region, most agencies believe radio will keep to 1949's level. TV spending is expected to be greater but not as big as in the Coastal centers.

Typical comments from agency officials, on an area basis:

New York

Winslow H. Case, senior vice president and radio-TV chief of Campbell-Ewald's eastern operation, sees a growth in the agency's television budget "to match" the growth of the medium. In overall business operation, the New York branch indicates strong sailing ahead.

Kenyon & Eckhardt Inc. has budgeted an estimated 50% increase in radio billings, according to William A. Chalmers, vice president and radio director. Television planning is six times as great with most of the budget expected to go into TV network placement.

One of the largest national agencies reported from its New York office that the firm expects to spend some 30% more for radio next year and 50% more for television.

Ray Vir Den, president, Lennen & Mitchell, said that "business prospects for 1950 are excellent. I feel it will be a very strong year for television. It is an excellent selling medium. Radio, however, is still going to be a strong factor especially in areas beyond TV markets."

Mr. Vir Den

Mr. Barnes

At a minimum, business in 1950 should be better than the preceding year and "with a measure of success on some of our plans," Howard E. Barnes, vice president, radio and television, Dorland & Inc., reflected, "it should be excellent!" Well into the next year, he said, 1949's cautious approach should ease among advertisers. "More money seems slated to go back to radio with the first blush of television enthusiasm wearing off as the high cost of production becomes apparent to the medium and small advertiser," Mr. Barnes concluded.

Another agency official, who handles national accounts, also expressed his concern with the increased costs of TV, both in programming and facilities. And, he added, "we feel radio still has plenty of life and will have for some time to come. We are not 'selling radio short' as some people in the business are doing." His agency is planning increased expenditures in both radio and TV. He asked his name be withheld.

Leonard Bush, vice president and secretary, Compton Advertising Inc., whose agency is opening both radio and TV guns, said the firm anticipated "business during 1950 will be at least as good as during 1949 and possibly a little bit better."

F. Kenneth Beirn, executive vice president, Biow Co., said "1950 looks good. Biow Co. plans to use more radio and television in the coming year."

Ben Duffy, president, BBDO, believes "advertising business looks good for 1950 because the return of competitive selling will be more pronounced. . . . Television will show a spectacular increase during the coming year. . . ."

Mr. Duffy

Other testimonials from officials of large agencies (who do not want to be quoted) indicated more spending in both media for the coming year. One of the officials said his office would spend twice as much in TV as the year before with the overall budget at a level pace.

A "New Year prospects are very exciting" label was received from an official of an agency which will spend more in radio (90% of its budget in network advertising) and also additional money in TV.

Chicago

Optimism is high in the general business picture prospected by agencies in the Midwest's capital city. Opinion is unanimous for the continuation of television expansion with radio spending holding its own. Many Chicago agencies reported no sign that television money will be drawn from radio appropriations.

"A year of challenge and opportunity to current and new radio and TV advertisers" is seen by George Bolas, supervisor of radio and television, Tatham-Laird. But, he noted, the trend probably "will continue to gravitate in opposite directions, with nighttime network radio dropping, daytime and spot radio holding its own or a little better, and television continuing to surge upward toward its proper level among advertising and selling vehicles."

Mr. Stewart

Mr. Bolas

Phil Stewart, radio director, Roche, Williams & Cleary, said: "Advertising will fill a greater need in the life of the industry next year," with most advertisers tak-

(Continued on page 34)

BROADCAST ADVERTISING BUREAU:

Hard-Hitting Salesmanship of '49 Will Continue On Into Next Year

MAURICE B. MITCHELL
Director, BAB

THE BROADCASTING industry pulled itself out of last spring's recession doldrums by a return to aggressive, competitive selling and drove forward to what promises to be another record year. We have come a long way in a short time since spring. The turning point came in the summer, when it wasn't difficult to see that salesmen were travelling across the country and around their own market areas with a new seriousness and determination. Fortunately, this same attitude crystallized throughout the American business structure. And now we can enjoy the Christmas with the assurance that radio's total billings during 1949 have almost certainly been the biggest in history.

Even that husky new broadcasting medium, television, had a few qualms early last summer when set sales fell off appreciably and manufacturers cut back their production schedules. But any apprehension was short lived and hard hitting salesmanship has sent both set and time sales soaring to new highs.

There is no reason why we can't project that same spirit into 1950, a year the economists tell us will be prosperous and recessionless, and sell enough radio and television advertising to completely shatter the records. If we get out and really sell, radio's retail billings can be pushed up another 10% next year—at the same time that television is becoming a major factor in visual merchandising at the retail level in many markets.

RADIO'S '48 INCOME

AM Revenue Up 11.9%; Costs 17.5%

AS THE radio and television industry looks forward to a continuing increase in time sales in 1950, FCC last Thursday released official returns for 1948.

Total revenues for the AM networks, their 27 owned and operated stations and 1,797 other stations increased 11.9% over 1947, reaching $406,995,414 in 1948.

With the 11.9% gain in AM revenue, however, came a 17.5% increase in total expenses. When this factor had been reckoned with, and still before federal taxes, total industry profits were down 10.7% from 1947 to $64,091,684. Net decline between 1946 and 1947 was 6.1%.

In the television field, reported for the first time in this summary, the four networks and 50 stations—all that were on the air during the year—reported an aggregate revenue of $8.7 million. Reported expenses were $23.6 million making the loss almost $15 million.

The expense of FM also was high. Of 700 commercial FM stations operating as of Dec. 31, 1948, 593 were authorized to licensees of AM stations. Of these only 77 reported separate revenues from FM —$621,469 in revenue, $2,153,659 for expenses and a loss of $1,532,-190. There were 107 FM stations operated by persons having no AM broadcast interests. Of these, 89 reported as follows: Total revenues, $1,126,208; total expenses, $4,182,-558; total loss, $3,056,350.

Of the total broadcast revenues in the AM field, 26.79% came from the networks — four nation-wide and three regional—and their 27 owned and operated stations. Almost 24% of this, $97,290,571, was taken in by the networks and their 11 key stations. The remaining 16 network owned and operated outlets had total broadcast revenues of $11,741,231. With a combined total revenue of $109,031,802, the networks and 27 stations gained over $4.5 million from 1947.

The remaining 1,797 AM stations had total revenues of $297,-963,612, 73.21% of the total and an increase of over $38.6 million from the 1947 figure for the remainder of the industry which then included 1,437 stations. There were 1,080 of these stations serving as outlets for the nation-wide networks. Their total revenues for 1948 were almost $229 million while the remaining 717 stations took in a little over $69 million.

With the total broadcast expenses of networks and stations running just under $343 million, up 17.5% from 1947, total income before federal income tax was pegged by FCC at $64,091,684 for 1948. This was a decrease of 10.7% in income from the previous year.

Looking at the various classifications, income for the networks and key stations dropped 5.9% to $15.3 million while expenses increased 7.3% to $82 million. At the network owned and operated stations, expenses were reported up 6.3% to $8.9 million while income dropped 15.9% to $2.8 million. Combining the two network classifications brings the average increase in expenses up 7.2% to almost $91 million while income dropped 7.6% to about $18 million. At the other stations, where cost of operation was set at a total figure of $251.9 million, up 21.7%, income dropped 11.9% to $46 million.

Total revenues from the sale of network time increased 4.2% from 1947 to $144.9 million in 1948. Revenues from the sale of time to the nation-wide networks was $137.6 million, up 4.8%, while the decline was 2.2% for sale of time to regional networks. The drop for regional networks, however, had been 13.6% between 1946 and 1947.

Non-network time sales to national and regional advertisers took a healthy jump, increasing 14.4% to $104.7 million. With $170.9 million worth of time sold to local advertisers, this category increased by 15.7%.

Combining the revenues from the sale of network and non-network time gives a grand total of $416.7 million for total revenues from time sales. This is an increase of 11.4% from 1947.

Commissions to agencies, etc., must be deducted, however, to arrive at net revenues from time sales. This figure, which was up 12.4% from 1947, was given by FCC as $366.4 million.

An increase in revenue from the sale of talent also was registered. This figure jumped 13.3% for a 1948 total of $22.2 million. Sundry broadcast revenues made a gain of 2.1% to $18.4 million.

SUMMARY OF BROADCAST REVENUES AND INCOME OF 4 NATION-WIDE NETWORKS, 3 REGIONAL NETWORKS AND 1824 STANDARD BROADCAST STATIONS

1948

Total Broadcast Revenues

Item	Amount	Percent of total	Amount	Percent
Networks and their 27 owned and operated stations			$109,031,802	26.79
Network and their 11 key stations	$97,290,571	23.90		
16 other network owned and operated stations	11,741,231	2.89		
1797 other stations			297,963,612	73.21
1080 stations serving as nation-wide network outlets	228,938,322	56.25		
717 stations not serving as nation-wide network outlets	69,025,290	16.96		
Total Industry Broadcast Revenues			$406,995,414	100.00

Broadcast Income (Before Federal Income Tax)

Item	Amount	Percent of total	Amount	Percent
Networks and their 27 owned and operated stations			$18,085,191	28.22
Networks and their 11 key stations	$15,283,970	23.85		
16 other network owned and operated stations	2,801,221	4.37		
1797 other stations			46,006,493	71.78
1080 stations serving as nation-wide network outlets	43,347,338	67.63		
717 stations not serving as nation-wide network outlets	2,659,155	4.14		
Total Industry Broadcast Income			$64,091,684	100.00

SUMMARY OF BROADCAST REVENUES, EXPENSES AND INCOME OF 1813 STANDARD BROADCAST STATIONS, BY CLASS AND TIME; SEGREGATED BETWEEN 1096 STATIONS SERVING AS OUTLETS FOR NATION-WIDE NETWORKS AND 717 STATIONS NOT SERVING AS SUCH OUTLETS[1] 1948

Item	Clear channel 50,000 Watts Unlimited	Clear channel 50,000 Watts Part-time	5,000 to 25,000 Watts Unlimited	5,000 to 25,000 Watts part-time	Regional Unlimited	Regional Day and Part-time	Local Unlimited	Local Day and part-time	Total
				ALL COMMERCIAL STATIONS					
Stations with time sales of $25,000 or more:									
Number of stations	[2] 53	4	40	3	449	297	765	90	1,701
Revenues from the sale of station time:									
Network time sales to-									
Nation-wide networks	$ 17,703,316	$ 972,934	$ 2,190,088	-	$25,146,918	$ 541,899	$6,325,556	$ 34,263	$52,914,974
Regional networks	17,235	-	2,451	-	1,034,215	16,962	348,616	-	1,419,479
Other networks and stations	331,682	106,296	52,350	-	948,207	204,878	738,308	78,978	2,460,699
Total sale of chain broadcast time	18,052,233	1,079,230	2,244,889	-	27,129,340	763,739	7,412,480	113,241	56,795,152
Non-network time sales to-									
National and regional users	35,226,625	2,444,801	6,075,195	$88,294	36,667,176	4,527,982	8,652,154	395,993	94,078,220
Local and other users	11,184,277	643,241	7,498,634	323,190	60,673,202	23,174,835	56,978,359	5,743,207	165,618,945
Total sale of station non-network time	46,410,902	3,088,042	13,573,829	411,484	96,740,378	27,702,817	65,630,513	6,139,200	259,697,165
Total sale of station time	64,463,135	4,167,272	15,818,718	411,484	123,869,718	28,466,556	73,042,993	6,252,441	316,492,317
Deductions from the sale of station time:									
Payments to networks and stations	1,667,999	1,044	73,107	-	1,091,745	101,361	426,959	2,145	3,364,360
Commissions to regularly established agencies, representatives and brokers	8,304,088	535,205	1,901,781	23,332	11,659,497	1,552,195	2,887,705	214,389	27,078,192
Total deductions from the sale of station time	9,972,087	536,249	1,974,888	23,332	12,751,242	1,653,556	3,314,664	216,534	30,442,552
Balance, net time sales	54,491,048	3,631,023	13,843,830	388,152	111,118,476	26,813,000	69,728,329	6,035,907	286,049,765
Revenues from incidental broadcast activities:									
Talent	3,707,844	487,875	753,492	15,215	5,160,312	842,282	1,745,999	141,865	12,854,884
Sundry broadcast revenues	2,290,706	178,968	527,090	54,620	3,632,905	599,124	1,760,608	137,711	9,181,732
Total revenues from incidental broadcast activities	5,998,550	666,843	1,280,582	69,835	8,793,217	1,441,406	3,506,607	279,576	22,036,616
Total broadcast revenues	60,489,598	4,297,866	15,124,412	457,987	119,911,693	28,254,406	73,234,936	6,315,483	308,086,381
Total broadcast expenses	44,643,954	3,376,990	13,066,382	390,516	98,261,364	27,631,666	65,310,574	5,977,242	258,658,688
Broadcast income or (loss) before Federal income tax	15,845,644	920,876	2,058,030	67,471	21,650,329	622,740	7,924,362	338,241	49,427,693
All commercial stations:									
Number of stations	[2] 53	4	40	3	459	325	814	115	1,813
Broadcast revenues	$60,489,598	$4,297,866	$15,124,412	$457,987	$120,069,276	$28,580,924	$73,994,322	$6,690,458	$309,704,843
Broadcast expenses	44,643,954	3,376,990	13,066,382	390,516	98,602,235	28,145,776	66,298,083	6,373,193	260,897,129
Broadcast income or (loss) before Federal income tax	15,845,644	920,876	2,058,030	67,471	21,467,041	435,148	7,696,239	317,265	48,807,714

[1] Does not include the operations of 11 key stations of nation-wide networks, as the reports filed by them with the Commission do not include adequate segregations of expenses between stations and network operations.

[2] Includes operation of one part-time station.

NETWORK GROSS SALES

Show $2 Million Gain in October

GROSS TIME sales for the four nationwide networks totaled $16,413,883 in October, according to figures compiled by Publishers Information Bureau and released last week to BROADCASTING. Better than September by some $2 million, the October total, nevertheless, follows the 1949 pattern by running 10.4% below the October 1948 network gross of $18,325,006.

Cumulative network time sales for the first ten months of 1949 totaled $155,522,760, a decrease of 5.0% from the $163,654,849 gross for the same period of 1948. Indications are that when all the figures are in for 1949, the year's gross network time sales will run between 5-10% behind the 1948 gross.

Individually, CBS is the only network with a higher gross in October 1949 than for the same month of the previous year. CBS also is the only network to show a gain in gross time sales for the ten-month period of this year over last. It also is the top network in time sales for October, although still behind NBC for the January-October 1949 period (see Table I).

The loss of $8 million in gross network time sales from last year to this is explained to some extent by the breakdown of these billings by product classes (Table II). The Presidential campaign in the fall of 1948 produced more than $1 million of network revenue that was not forthcoming this year.

Toiletries billings for the ten-month period are off more than $2 million from 1948 to 1949; foods are off almost as much; drugs and household supplies are off more than $1.5 million each; confectionary and office equipment billings are down nearly $1 million apiece; publishers and consumer services are each down about half a million dollars.

On the plus side, tobacco advertising on the networks is up more than $2.5 million this year over the 1948 figure; transportation advertising is up some $850,000; jewelry advertising is up about $1.3 million and advertising of industrial materials is up about $300,000. Overall, ten categories of network advertising were higher in the amount of gross network time purchases in the first ten months of 1949 than in the same period of 1948, and 17 categories were down this year as compared with last.

* * *

TABLE II

GROSS NETWORK TIME SALES FOR OCTOBER 1949 BY PRODUCT GROUPS

	Oct. 1949	Jan.-Oct. 1949	Oct. 1948	Jan.-Oct. 1948
Agriculture & Farming	105,414	957,159	117,845	1,255,631
Apparel, Footwear & Access.	117,410	1,073,732	155,512	1,192,482
Automotive, Automotive Equipment & Access.	485,289	5,807,783	659,261	5,887,888
Aviation, Aviation Access. & Equipment				
Beer, Wine & Liquor	173,338	961,206	84,669	959,854
Bldg. Materials, Equip. & Fixtures	99,124	1,075,215	91,538	781,444
Confectionary & Soft Drinks	564,825	5,466,089	745,765	6,357,955
Consumer Services	235,670	1,650,664	309,941	2,109,373
Drugs & Remedies	1,862,232	17,228,491	1,849,800	18,846,308
Entertainment & Amusements		5,340		5,215
Food & Food Products	4,027,423	36,886,518	4,036,562	38,884,798
Gasoline, Lubricants & Other Fuels	416,163	4,772,037	513,894	4,845,148
Horticulture	3,565	97,642		98,946
Household Equip. & Supplies	269,639	5,496,325	756,791	7,167,012
Household Furnishings	46,846	818,154	136,957	1,112,398
Industrial Materials	210 997	1,813,338	208,411	1,371,735
Insurance	276,159	3,174,730	363,820	3,564,132
Jewelry, Optical Goods & Cameras	402,178	2,116,488	172,404	833,376
Office Equip., Writing Supplies & Stationery	150,033	1,129,221	147,234	2,038,171
Political	31,946	32,705	829,978	1,073,282
Publishing & Media	122,759	773,896	106,842	1,320,256
*Radios, TV Sets, Phonographs, Musical Inst. & Access.		731,545	131,099	1,270,842
Retail Stores		38,472		
Smoking Materials	2,121,599	19,332,848	1,731,293	16,672,693
Soaps, Cleansers & Polishes	1,547,275	16,136,336	1,922,763	16,877,450
Sporting Goods & Toys		62,774		59,089
Toiletries & Toilet Goods	2,612,149	24,415,563	2,831,020	26,693,367
Transportation, Travel & Resorts	94,545	919,833	98,528	98,528
Miscellaneous	427,205	2,528,616	323,079	2,287,476
TOTAL	16,413,883	155,522,760	18,325,006	163,654,849

*Network programs advertising radios, etc., also advertise household appliances made by same company and are included in that category.

* * *

TABLE IV

TOP 10 NETWORK ADVERTISERS FOR OCTOBER 1949

1. Procter & Gamble	$1,338,449
2. Sterling Drug Co.	686,789
3. Lever Bros.	673,769
4. General Mills	605,056
5. Miles Laboratories Inc.	559,331
6. American Tobacco Co.	545,454
7. Campbell Soup Co.	524,841
8. General Foods Co.	516,663
9. R. J. Reynolds Co.	382,785
10. Philip Morris & Co.	367,746

TABLE I

Network	October 1948	% Gain or Loss	October 1949
ABC	$ 4,279,369	—20.5%	$ 3,404,121
CBS	5,641,050	1.9	5,749,669
MBS	2,260,063	—26.2	1,667,482
NBC	6,144,524	— 9.0	5,592,611
	$18,325,006	—10.4%	$16,413,883
	January-October		
ABC	$ 36,414,048	— 3.1%	$ 35,278,586
CBS	50,901,460	2.3	52,052,037
MBS	18,791,813	—18.2	15,377,823
NBC	57,547,528	— 8.2	52,814,314
	$163,654,849	— 5.0%	$155,522,760

* * *

TABLE III

TOP NETWORK ADVERTISER FOR EACH PRODUCT GROUP IN OCTOBER 1949

Agriculture & Farming	Allis Chalmers Mfg. Co.	$47,453
Apparel, Footwear & Access.	Adam Hats Inc.	41,397
Automotive, Automotive Equip. & Access.	Firestone Tire & Rubber Co.	76,125
Aviation, Aviation Equip. & Access.		
Beer, Wine & Liquor	Schenley Industries Inc.	65,076
Bldg. Materials Equip. & Fixtures	Johns Manville Corp.	99,124
Confectionary & Soft Drinks	Coca Cola Co.	182,343
Consumer Services	Electric Cos. Advertising Program	84,270
Drugs & Remedies	Miles Labs Inc.	559,331
Entertainment & Amusements		
Food and Food Products	General Mills	605,056
Gasoline, Lubricants & Other Fuels	Sun Oil Co.	84,832
Horticulture	Ferry Morse Seed Co.	3,565
Household Equip. & Supplies	Philco Corp.	130,211
Household Furnishings	Armstrong Cork Co.	43,180
Industrial Materials	U. S. Steel Corp.	134,613
Insurance	Equitable Life Assurance Society of the U. S.	70,318
Jewelry, Optical Goods & Cameras	Bruner-Ritter Co.	78,420
Office Equip., Writing Supplies & Stationery	Eversharp Inc.	83,025
Political	New York State Rep. Comm.	8,964
Publishing & Media	Doubleday & Co.	67,617
Radios, TV Sets, Phonographs, Musical Instruments & Access.		
Retail Stores		
Smoking Materials	American Tobacco Co.	545,454
Soaps, Cleansers & Polishes	Procter & Gamble	836,104
Sporting Goods & Toys		
Toiletries & Toilet Goods	Lever Brothers	414,194
Transportation, Travel & Resorts	Assn. of American Railroads	82,545
Miscellaneous	Lutheran Church Missouri Synod	87,650

ARKANSAS TAX CASE

Challenge to NAB

By J. FRANK BEATTY

CLAIMS made by NAB's Legal Dept. in a Nov. 28 statement defending its position in the Arkansas tax case are challenged by counsel for KGHI Little Rock, Ark., one of two stations that carried the industry's fight to the U. S. Supreme Court.

The challenge supports informal reports heard frequently during the long litigation. These reports dealt with purported lack of appreciation by NAB of the importance of the case, which developed into a legal rout when the U. S. Supreme Court refused even to hear the issues and then denied a petition for reconsideration [BROADCASTING, Dec. 12].

Net result of the litigation is weakening of the basic Fisheries Blend decision on which the broadcasting industry's interstate status is dependent, and an organized movement among cities all over the nation to slap license taxes on stations along with annual fees for radio salesmen.

Two principal points are covered by station counsel in NAB's defense of its handling of the case. These NAB points are:

(1) That "no request for NAB help was made during this time (pendency of appeal in Arkansas Supreme Court)"; (2) that the Little Rock counsel didn't want NAB to take part in the state court appeal.

NAB's role in the litigation was discussed by the board at its mid-November meeting. At that time Don Petty, NAB general counsel, submitted a report listing the steps the association had taken.

After discussing the situation, with statement made that the tax could cost the industry millions, the board decided the historical record should be sent to the membership. This was done Nov. 28 in a "Legal" supplement to NAB's weekly member service and was designed to answer criticism of NAB's handling of the litigation. The board voted to form a special committee to review future NAB participation in legal and governmental proceedings.

One particular paragraph in NAB's record ... offer in ... any ... questioned by Bruce T. ... of the Little Rock law firm of ... & Warren, counsel for KGHI and KARK Little Rock, the stations that carried the fight up to the U. S. Supreme Court. This NAB paragraph follows:

> . . . Mr. Petty talked to the lawyer who was handling the case on appeal and offered NAB help. The attorney advised Mr. Petty that he did not need help on the briefs on appeal; that he did not believe NAB appearance as *amicus curiae* in the state Supreme Court would be of help, but, on the contrary, would be detrimental; and that if it appeared that he wanted any assistance from NAB or Mr. Petty, he would so advise at a later date. No request for NAB help was made during this time. However, NAB material was used verbatim by the attorney in the broadcasters' brief on appeal.

Mr. Bullion replied to this paragraph in a Dec. 16 letter to S. C. Vinsonhaler, general manager and part owner of KGHI, after Mr. Vinsonhaler had called his attention to the NAB record and suggested it inferred "a lack of cooperation on our part with NAB attorneys and failure to avail ourselves of services which might have

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RADIO'S '48 INCOME

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AS THE radio and television industry looks forward to a continuing increase in time sales in 1950, FCC last Thursday released official returns for 1948.

Total revenues for the AM networks, their 27 owned and operated stations and 1,797 other stations increased 11.9% over 1947, reaching $406,995,414 in 1948.

With the 11.9% gain in AM revenue, however, came a 17.5% increase in total expenses. When this factor had been reckoned with, and still before federal taxes, total industry profits were down 10.7% from 1947 to $64,091,684. Net decline between 1946 and 1947 was 6.1%.

In the television field, reported for the first time in this summary, the four networks and 50 stations—all that were on the air during the year—reported an aggregate revenue of $8.7 million. Reported expenses were $23.6 million making the loss almost $15 million.

The expense of FM also was high. Of 700 commercial FM stations operating as of Dec. 31, 1948, 593 were authorized to licensees of AM stations. Of these only 77 reported separate revenues from FM —$621,469 in revenue, $2,153,659 for expenses and a loss of $1,532,190. There were 107 FM stations operated by persons having no AM broadcast interests. Of these, 89 reported as follows: Total revenues, $1,126,208; total expenses, $4,182,558; total loss, $3,056,350.

Of the total broadcast revenues in the AM field, 26.79% came from the networks — four nation-wide and three regional—and their 27 owned and operated stations. Almost 24% of this, $97,290,571, was taken in by the networks and their 11 key stations. The remaining 16 network owned and operated outlets had total broadcast revenues of $11,741,231. With a combined total revenue of $109,031,802, the networks and 27 stations gained over $4.5 million from 1947.

The remaining 1,797 AM stations had total revenues of $297,963,612, 73.21% of the total and an increase of over $38.6 million from the 1947 figure for the remainder of the industry which then included 1,437 stations. There were 1,080 of these stations serving as outlets for the nation-wide networks. Their total revenues for 1948 were almost $229 million while the remaining 717 stations took in a little over $69 million.

With the total broadcast expenses of networks and stations running just under $343 million, up 17.5% from 1947, total income before federal income tax was pegged by FCC at $64,091,684 for 1948. This was a decrease of 10.7% in income from the previous year.

Looking at the various classifications, income for the networks and key stations dropped 5.9% to $15.3 million while expenses increased 7.3% to $82 million. At the network owned and operated stations, expenses were reported up 6.3% to $8.9 million while income dropped 15.9% to $2.8 million. Combining the two network classifications brings the average increase in expenses up 7.2% to almost $91 million while income dropped 7.6% to about $18 million. At the other stations, where cost of operation was set at a total figure of $251.5 million, up 21.7%, income dropped 11.9% to $46 million.

Total revenues from the sale of network time increased 4.2% from 1947 to $144.9 million in 1948. Revenues from the sale of time to the nation-wide networks was $137.6 million, up 4.8%, while the decline was 2.2% for sale of time to regional networks. The drop for regional networks, however, had been 13.6% between 1946 and 1947.

Non-network time sales to national and regional advertisers took a healthy jump, increasing 14.4% to $104.7 million. With $170.9 million worth of time sold to local advertisers, this category increased by 15.7%.

Combining the revenues from the sale of network and non-network time gives a grand total of $416.7 million for total revenues from time sales. This is an increase of 11.4% from 1947.

Commissions to agencies, etc., must be deducted, however, to arrive at net revenues from time sales. This figure, which was up 12.4% from 1947, was given by FCC as $366.4 million.

An increase in revenue from the sale of talent also was registered. This figure jumped 13.3% for a 1948 total of $22.2 million. Sundry broadcast revenues made a gain of 2.1% to $18.4 million.

SUMMARY OF BROADCAST REVENUES AND INCOME OF 4 NATION-WIDE NETWORKS, 3 REGIONAL NETWORKS AND 1824 STANDARD BROADCAST STATIONS

1948

Total Broadcast Revenues

Item	Amount	Percent of total	Amount	Percent
Networks and their 27 owned and operated stations			$109,031,802	26.79
Network and their 11 key stations	$97,290,571	23.90		
16 other network owned and operated stations	11,741,231	2.89		
1797 other stations			297,963,612	73.21
1080 stations serving as nation-wide network outlets	228,938,322	56.25		
717 stations not serving as nation-wide network outlets	69,025,290	16.96		
Total Industry Broadcast Revenues			$406,995,414	100.00
Networks and their 27 owned and operated stations			$18,085,191	28.22
Networks and their 11 key stations	$15,283,970	23.85		
16 other network owned and operated stations	2,801,221	4.37		
1797 other stations			46,006,493	71.78
1080 stations serving as nation-wide network outlets	43,347,338	67.63		
717 stations not serving as nation-wide network outlets	2,659,155	4.14		
Total Industry Broadcast Income			$64,091,684	100.00

Broadcast Income (Before Federal Income Tax)

SUMMARY OF BROADCAST REVENUES, EXPENSES AND INCOME OF 1813 STANDARD BROADCAST STATIONS, BY CLASS AND TIME; SEGREGATED BETWEEN 1096 STATIONS SERVING AS OUTLETS FOR NATION-WIDE NETWORKS AND 717 STATIONS NOT SERVING AS SUCH OUTLETS[1] 1948

Item	Clear channel 50,000 Watts Unlimited	Clear channel 50,000 Watts Part-time	Clear channel 5,000 to 25,000 Watts Unlimited	Clear channel 5,000 to 25,000 Watts part-time	Regional Unlimited	Regional Day and Part-time	Local Unlimited	Local Day and part-time	Total
				ALL COMMERCIAL STATIONS					
Stations with time sales of $25,000 or more:									
Number of stations	[2] 53	4	40	3	449	297	765	90	1,701
Revenues from the sale of station time:									
Network time sales to-									
Nation-wide networks	$ 17,703,316	$ 972,934	$ 2,190,088	-	$25,146,918	$ 541,899	$6,325,556	$ 34,263	$52,914,974
Regional networks	17,235	-	2,451	-	1,034,215	16,962	348,916		1,419,479
Other networks and stations	331,682	106,296	52,350	-	948,207	204,878	738,308	78,978	2,460,699
Total sale of chain broadcast time	18,052,233	1,079,230	2,244,889	-	27,129,340	763,739	7,412,480	113,241	56,795,152
Non-network time sales to-									
National and regional users	35,226,625	2,444,801	6,075,195	$88,294	36,667,176	4,527,982	8,652,154	395,993	94,078,220
Local and other users	11,184,277	643,241	7,498,634	323,190	60,073,202	23,174,835	56,978,359	5,743,207	165,618,945
Total sale of station non-network time	46,410,902	3,088,042	13,573,829	411,484	96,740,378	27,702,817	65,630,513	6,139,200	259,697,165
Total sale of station time	64,463,135	4,167,272	15,818,718	411,484	123,869,718	28,466,556	73,042,993	6,252,441	316,492,317
Deductions from the sale of station time:									
Payments to networks and stations	1,667,999	1,044	73,107	-	1,091,745	101,361	426,959	2,145	3,364,360
Commissions to regularly established agencies, representatives and brokers	8,304,088	535,205	1,901,781	23,332	11,659,497	1,552,195	2,887,705	214,389	27,078,192
Total deductions from the sale of station time	9,972,087	536,249	1,974,888	23,332	12,751,242	1,653,556	3,314,664	216,534	30,442,552
Balance, net time sales	54,491,048	3,631,023	13,843,830	388,152	111,118,476	26,813,000	69,728,329	6,035,907	236,049,765
Revenues from incidental broadcast activities:									
Talent	3,707,844	487,875	753,492	15,215	5,160,312	842,282	1,745,999	141,865	12,854,884
Sundry broadcast revenues	2,290,706	178,968	527,090	54,620	3,632,905	599,124	1,760,608	137,711	9,181,732
Total revenues from incidental broadcast activities	5,998,550	666,843	1,280,582	69,835	8,793,217	1,441,406	3,506,607	279,576	22,036,616
Total broadcast revenues	60,489,598	4,297,866	15,124,412	457,987	119,911,693	28,254,406	73,234,936	6,315,483	308,086,381
Total broadcast expenses	44,643,954	3,376,990	13,066,382	390,516	98,261,364	27,631,666	65,310,574	5,977,242	258,658,688
Broadcast income or (loss) before Federal income tax	15,845,644	920,876	2,058,030	67,471	21,650,329	622,740	7,924,362	338,241	49,427,693
All commercial stations:									
Number of stations	[2] 53	4	40	3	459	325	814	115	1,813
Broadcast revenues	$60,489,598	$4,297,866	$15,124,412	$457,987	$120,069,276	$28,580,924	$73,994,322	$6,690,458	$309,704,843
Broadcast expenses	44,643,954	3,376,990	13,066,382	390,516	98,602,235	28,145,776	66,298,083	6,373,193	260,897,129
Broadcast income or (loss) before Federal income tax	15,845,644	920,876	2,058,030	67,471	21,467,041	435,148	7,696,239	317,265	48,807,714

[1] Does not include the operations of 11 key stations of nation-wide networks, as the reports filed by them with the Commission do not include adequate segregations of expenses between stations and network operations.

[2] Includes operation of one part-time station.

NETWORK GROSS SALES

Show $2 Million Gain in October

GROSS TIME sales for the four nationwide networks totaled $16,413,883 in October, according to figures compiled by Publishers Information Bureau and released last week to BROADCASTING. Better than September by some $2 million, the October total, nevertheless, follows the 1949 pattern by running 10.4% below the October 1948 network gross of $18,325,006.

Cumulative network time sales for the first ten months of 1949 totaled $155,522,760, a decrease of 5.0% from the $163,654,849 gross for the same period of 1948. Indications are that when all the figures are in for 1949, the year's gross network time sales will run between 5-10% behind the 1948 gross.

Individually, CBS is the only network with a higher gross in October 1949 than for the same month of the previous year. CBS also is the only network to show a gain in gross time sales for the ten-month period of this year over last. It also is the top network in time sales for October, although still behind NBC for the January-October 1949 period (see Table I).

The loss of $8 million in gross network time sales from last year to this is explained to some extent by the breakdown of these billings by product classes (Table II). The Presidential campaign in the fall of 1948 produced more than $1 million of network revenue that was not forthcoming this year.

Toiletries billings for the ten-month period are off more than $2 million from 1948 to 1949; foods are off almost as much; drugs and household supplies are off more than $1.5 million each; confectionary and office equipment billings are down nearly $1 million apiece; publishers and consumer services are each down about half a million dollars.

On the plus side, tobacco advertising on the networks is up more than $2.5 million this year over the 1948 figure; transportation advertising is up some $850,000; jewelry advertising is up about $1.3 million and advertising of industrial materials is up about $300,000. Overall, ten categories of network advertising were higher in the amount of gross network time purchases in the first ten months of 1949 than in the same period of 1948, and 17 categories were down this year as compared with last.

* * *

TABLE I

Network	October 1948	% Gain or Loss	October 1949
ABC	$ 4,279,369	—20.5%	$ 3,404,121
CBS	5,641,050	1.9	5,749,669
MBS	2,260,063	—26.2	1,667,482
NBC	6,144,524	— 9.0	5,592,611
	$18,325,006	—10.4%	$16,413,883
	January-October		
ABC	$ 36,414,048	— 3.1%	$ 35,278,586
CBS	50,901,460	2.3	52,052,037
MBS	18,791,813	—18.2	15,377,823
NBC	57,547,528	— 8.2	52,814,314
	$163,654,849	— 5.0%	$155,522,760

TABLE II

GROSS NETWORK TIME SALES FOR OCTOBER 1949 BY PRODUCT GROUPS

	Oct. 1949	Jan.-Oct. 1949	Oct. 1948	Jan.-Oct. 1948
Agriculture & Farming	105,414	957,199	117,845	1,255,631
Apparel, Footwear & Access.	117,410	1,073,732	155,512	1,192,482
Automotive, Automotive Equipment & Access.	485,289	5,807,783	659,261	5,887,888
Aviation, Aviation Access. & Equipment				
Beer, Wine & Liquor	173,338	961,206	84,669	959,854
Bldg. Materials, Equip. & Fixtures	99,124	1,075,215	91,538	781,444
Confectionary & Soft Drinks	564,825	5,466,089	745,765	6,357,955
Consumer Services	235,670	1,650,664	309,941	2,109,373
Drugs & Remedies	1,882,232	17,228,491	1,849,800	18,846,308
Entertainment & Amusements		5,340		5,215
Food & Food Products	4,027,423	36,886,518	4,036,562	38,884,798
Gasoline, Lubricants & Other Fuels	416,163	4,772,037	513,894	4,845,148
Horticulture	3,565	97,642		98,946
Household Equip. & Supplies	269,639	5,496,325	756,791	7,167,012
Household Furnishings	46,846	818,154	136,957	1,112,398
Industrial Materials	210 997	1,813,338	208,411	1,371,735
Insurance	276,159	3,174,730	363,820	3,564,132
Jewelry, Optical Goods & Cameras	402,178	2,116,488	172,404	833,376
Office Equip., Writing Supplies & Stationery	150,033	1,129,221	147,234	2,038,171
Political	31,946	32,705	829,978	1,073,282
Publishing & Media	122,759	773,896	106,842	1,320,256
*Radios, TV Sets, Phonographs, Musical Inst. & Access.		731,545	131,099	1,270,842
Retail Stores		38,472		
Smoking Materials	2,121,599	19,332,848	1,731,293	16,672,693
Soaps, Cleansers & Polishes	1,547,275	16,136,336	1,922,763	16,877,450
Sporting Goods & Toys		62,774		59,089
Toiletries & Toilet Goods	2,612,169	24,415,563	2,831,020	26,693,367
Transportation, Travel & Resorts	84,585	939,833	98,528	98,528
Miscellaneous	427,205	2,528,616	323,079	2,287,476
TOTAL	16,413,883	155,522,760	18,325,006	163,654,849

*Network programs advertising radios, etc., also advertise household appliances made by some company and are included in that category.

* * *

TABLE III

TOP NETWORK ADVERTISER FOR EACH PRODUCT GROUP IN OCTOBER 1949

Agriculture & Farming	Allis Chalmers Mfg. Co.	$47,453
Apparel, Footwear & Access.	Adam Hats Inc.	41,397
Automotive, Automotive Equip. & Access.	Firestone Tire & Rubber Co.	76,125
Aviation, Aviation Equip. & Access.		
Beer, Wine & Liquor	Schenley Industries Inc.	65,076
Bldg. Materials Equip. & Fixtures	Johns Manville Corp.	99,124
Confectionary & Soft Drinks	Coca Cola Co.	182,343
Consumer Services	Electric Cos. Advertising Program	84,270
Drugs & Remedies	Miles Labs Inc.	559,331
Entertainment & Amusements		
Food and Food Products	General Mills	605,056
Gasoline, Lubricants & Other Fuels	Sun Oil Co.	84,832
Horticulture	Ferry Morse Seed Co.	3,565
Household Equip. & Supplies	Philco Corp.	130,211
Household Furnishings	Armstrong Cork Co.	43,180
Industrial Materials	U. S. Steel Corp.	134,613
Insurance	Equitable Life Assurance Society of the U. S.	70,318
Jewelry, Optical Goods & Cameras	Bruner-Ritter Co.	78,420
Office Equip., Writing Supplies & Stationery	Eversharp Inc.	83,025
Political	New York State Rep. Comm.	8,964
Publishing & Media	Doubleday & Co.	67,617
Radios, TV Sets, Phonographs, Musical Instruments & Access.		
Retail Stores		
Smoking Materials	American Tobacco Co.	545,454
Soaps, Cleansers & Polishes	Procter & Gamble	836,104
Sporting Goods & Toys		
Toiletries & Toilet Goods	Lever Brothers	414,194
Transportation, Travel & Resorts	Assn. of American Railroads	82,545
Miscellaneous	Lutheran Church Missouri Synod	87,650

TABLE IV

TOP 10 NETWORK ADVERTISERS FOR OCTOBER 1949

1. Procter & Gamble	$1,338,449
2. Sterling Drug Co.	686,789
3. Lever Bros.	673,769
4. General Mills	605,056
5. Miles Laboratories Inc.	559,331
6. American Tobacco Co.	545,454
7. Campbell Soup Co.	524,841
8. General Foods Co.	516,663
9. R. J. Reynolds Co.	382,785
10. Philip Morris & Co.	367,746

ARKANSAS TAX CASE

Challenge to NAB

By J. FRANK BEATTY

CLAIMS made by NAB's Legal Dept. in a Nov. 28 statement defending its position in the Arkansas tax case are challenged by counsel for KGHI Little Rock, Ark., one of two stations that carried the industry's fight to the U. S. Supreme Court.

The challenge supports informal reports heard frequently during the long litigation. These reports dealt with purported lack of appreciation by NAB of the importance of the case, which developed into a legal rout when the U. S. Supreme Court refused even to hear the issues and then denied a petition for reconsideration [BROADCASTING, Dec. 12].

Net result of the litigation is weakening of the basic Fisher's Blend decision on which the broadcasting industry's interstate status is dependent, and an organized movement among cities all over the nation to slap license taxes on stations along with annual fees for radio salesmen.

Two principal points are covered by station counsel in NAB's defense of its handling of the case. These NAB points are:

(1) That "no request for NAB help was made during this time (pendency of appeal in Arkansas Supreme Court)"; (2) that the Little Rock counsel didn't want NAB to take part in the state court appeal.

NAB's role in the litigation was discussed by the board at its mid-November meeting. At that time Don Petty, NAB general counsel, submitted a report listing the steps the association had taken.

After discussing the situation, with statement made that the tax could cost the industry millions, the board decided the historical record should be sent to the membership. This was done Nov. 28 in a "Legal" supplement to NAB's weekly member service and was designed to answer criticism of NAB's handling of the litigation. The board voted to form a special committee to review future NAB participation in legal and governmental proceedings.

One particular paragraph in NAB's record of its actions was questioned by Bruce T. Bullion, of the Little Rock law firm of Bailey & Warren, counsel for KGHI and KARK Little Rock, the stations that carried the fight up to the U. S. Supreme Court. This NAB paragraph follows:

> . . . Mr. Petty talked to the lawyer who was handling the case on appeal and offered NAB help. The attorney advised Mr. Petty that he did not need help on the briefs on appeal; that he did not believe NAB appearance as *amicus curiae* in the state Supreme Court would be of help, but, on the contrary, would be detrimental; and that if it appeared that he wanted any assistance from NAB or Mr. Petty, he would so advise at a later date. No request for NAB help was made during this time. However, NAB material was used verbatim by the attorney in the broadcasters' brief on appeal.

Mr. Bullion replied to this paragraph in a Dec. 16 letter to S. C. Vinsonhaler, general manager and part owner of KGHI, after Mr. Vinsonhaler had called his attention to the NAB record and suggested it inferred "a lack of cooperation on our part with NAB attorneys and failure to avail ourselves of services which might have

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PROGRAM FIRMS

Yearend Roundup

All Estimate Increased Business

TRANSCRIPTION and productions firms have no qualms about 1950 business, according to those surveyed by BROADCASTING for its year-end report. Virtually all transcribers anticipate an increase in radio revenue and without exception look for increased business for the individual firm.

Estimated increases in revenue range from 7 to 60% with 20% most often quoted. Boosts in operation costs of about 15% was the general opinion. Many look to local markets as their source of increased business.

Keener competition exists now than a year ago, it is felt, and the advertiser is looking for more for his advertising dollar. Television no longer is the bogey-man of radio but is recognized as a competitor with whom the advertising dollar must be shared.

Contrary to last year, when many firms declined to express an opinion on general business prospects for 1949, the picture for 1950 was described as one of undiluted optimism.

John L. Sinn, executive vice president of Frederick W. Ziv Co., believes radio revenue will remain unchanged in 1950. His forecast is, that although network billings may be less because of television, national spot and local billings will be up. He anticipates his own business will show an increase with rises in local, regional and national spot advertising.

Mr. Sinn

C. O. Langlois, president of Lang-Worth Feature Programs Inc., foresees a 25% increase in 1950 revenue, stemming from local stations. An increase in operational costs of about 15% is anticipated for the year. Mr. Langlois says "we are very bullish about the prospects for 1950 and Lang-Worth has been preparing for it for the past two years."

He continues, that barring widespread strikes resulting in curtailment of new merchandise, 1950 will be a buyer's market. Indicative of the trend, he says, is the 33⅓% increase in 1949 over the same period for 1948 of the Lang-Worth library program service.

Louis G. Cowan, president of Louis G. Cowan Inc., anticipates increased business, with local revenue especially showing strength. Early 1950 looks good for business, Mr. Cowan says, but declines a prediction for the entire year.

"1950 will see a substantial increase in radio billings on the local level," according to Robert W. Friedheim, sales manager, World Broadcasting System Inc., New York. This forecast is made possible he says by the trend toward renewals and new accounts.

Harry S. Goodman, president of Harry S. Goodman Productions, also anticipates increased radio revenue for 1950, with local billings especially showing the effect of need for harder more competitive selling.

Confidence in a substantial increase for Thesaurus business for the coming year, is expressed by Don Mercer, manager of RCA Recorded Program Services. The rise, he said, would be predicated on new programs being built by the Thesaurus, plus wider distribution of its programming among stations across the country.

Mr. Mercer

Mr. Testut

Richard S. Testut, vice president and general manager of Associated Program Service, New York, said he feels both radio and business generally will have a bigger revenue year in 1950 than in 1949. He believes that radio learned to sell harder in 1949 and will reap the rewards of this learning. He anticipates that his own business will be up at least 20%, with operating costs about the same as 1949 or slightly higher.

Charles Michelson, president of Charles Michelson Inc., New York, predicts business generally will be up in 1950, with an anticipated increase in his own business of 25 to 40%.

Will H. Voeller, executive vice president, Universal Recorders Inc., Hollywood, believes 1950 will be a bigger revenue year nationally as well as locally. "Increased importance of TV in advertising budgets will undoubtedly prove to be of benefit to producers of custom built and syndicated programs on electrical transcriptions," he says. Hoped for agreement on phonograph speeds will be a definite boon for commercial phonograph manufacturers and should reflect favorably on the income of recording studios and radio stations, Mr. Voeller pointed out.

Charles A. Kennedy, president, Teleways Radio Productions Inc., Hollywood, looks for a bigger year for transcriptions for 1950, estimating an anticipated 20% increase in business. He says radio today is still the greatest advertising medium available.

A 25% gain in revenue for the coming year attributable to new shows with increased coverage is seen by Joseph F. MacCaughtry, president of The Cardinal Co. Mr. MacCaughtry says business will continue good for those who meet the challenge with intelligent campaigning.

Gerald King, president of Standard Radio Transcription Services Inc., says "our business hit its peak in September of 1948 and declined gradually until July of 1949. Already we have recaptured our losses of last spring and from new business signed 1950 should pass our September '48 high."

An increase of 50% in operational costs and at the same time a 60% increase in his firm's revenue, is expected by Walter White Jr., president, Commodore Productions & Artists Inc. Mr. White does not believe that radio will be replaced by television but warns that better radio programs would allay television's entertainment threat.

James Parks, vice president of Searle & Parks Inc., says that business in general will quite likely decrease. The customer dollar will be more tightly held calling upon the advertiser's dollar to do more than ever before, says Mr. Parks, however, radio business should increase.

Mr. Parks

Mr. MacGregor

C. P. MacGregor, owner of Hollywood firm of C. P. MacGregor, says the 1950 outlook generally seems much the same as 1949. However, in the transcription business his Chicago, New York and Hollywood offices are finding greater demand for open-end transcribed programs, Mr. MacGregor says. Funds previously used for radio exclusively are being channeled into television and many sustained programs are being replaced by economical open-end programs, he says. The firm enjoyed a good volume in its record business in the past year, through the sales of its Square Dance Series and expects even greater returns from this phase in 1950, according to Mr. MacGregor.

Sales manager of Capitol Records Inc.'s Broadcast Division, Clifford E. Ogden, says it is logical to assume that the combined efforts

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TRANSIT FM

Yearend Roundup

More Major Markets In '50—Pellegrin

POINTING to the rapid strides of transit radio throughout the nation during 1949, Frank E. Pellegrin, vice president in charge of sales, Transit Radio Inc., looks to 1950 as a year that will see even further expansion in that field. He declared:

"Transit Radio has completed a year of satisfactory development and growth, and 1950 should be characterized by accelerated expansion. The experience and successes of the past year cover the fields of public service, national and local advertising, engineering refinements and conclusive public opinion surveys, all paving the way to full-throttle progress in the coming year.

Mr. Pellegrin

"The list of national advertisers using this new music-as-you-ride medium in buses and street cars has grown to imposing size. National test campaigns have resulted in thumping success stories. The roster of advertising agencies who have bought Transit Radio for one or more clients now includes most of the top names. Billings have shown steady monthly increases with nearly every type of advertiser now represented.

"Proof has been abundant that transit radio stations render a worthwhile public service. Testimonials and case histories have reached impressive proportions from civic organizations, worthy activities of all types, transit operators and transit passengers. In reaching an audience not otherwise available to radio, these stations have not neglected their obviously fine public service opportunities.

"New markets have been added with Baltimore, Pittsburgh, Kansas City and Omaha the latest, swelling the list to 17. Before the end of 1950 a substantial number of additional major markets are expected to have Transit Radio. The same compelling reasons—added revenue to transit systems and an opportunity to convert a red-ink FM station into a profitable one—stimulate negotiations.

"The inevitable period of pioneering, experimentation and education was carried well forward in 1949. Although improvements in techniques and equipment will continue indefinitely, the new year should enable Transit Radio Inc. and its affiliated stations to enjoy the fruits of a sound, profitable service to transit riders and advertisers."

CONGRESS

Yearend Roundup

Communications Face Wide Probe

EXPLORATION of the 16-year-old Communications Act far beyond the procedural provisions of the McFarland FCC reorganizational bill appears a virtual certainty when the 81st Congress reconvenes Jan. 3 for the second session—if it decides to review communications at all.

Sentiment for a wholesale inquiry into various communications aspects is evident among members of the House Interstate & Foreign Commerce Committee, which has not tackled radio problems since it undertook an investigation of FM during the 80th Congress [BROADCASTING, April 5, Feb. 9, 1948].

The springboard for possible action in the next session is the FCC reorganizational measure (S-1973), introduced by Sen. Ernest W. McFarland (D-Ariz.) and passed by the Senate last summer [BROADCASTING, Aug. 15] as so-called non-controversial legislation. The Senate Interstate & Foreign Commerce Committee held a one-day hearing on the measure last June.

Subjects indicated for inquiry by the committee include the broad administrative provisions of the McFarland bill; problems relative to television; civil service regulations as applied to top FCC personnel; network-station relationships, and other questions.

Alleged FCC violation of the Administrative Procedures Act and retarding of FM's progress, charged by Rep. Francis Walters (D-Pa.), and the clear channel issues also may be injected obliquely on other committee fronts on Capitol Hill.

The House Commerce communications subcommittee, headed by Rep. George Sadowski (D-Mich.), will meet sometime in January. It will draft recommendations on the extent of the communications study. They will be passed on to Chairman Robert Crosser (R-Ohio).

Belief that the McFarland FCC bill is far from non-controversial and may, in fact, be drastically overhauled on the House side in the next session was strongly indicated by Kurt Borchardt, attorney for the House Interstate Commerce Committee. He told BROADCASTING:

"The fact that the McFarland measure passed the Senate as a non-controversial bill ignores the feeling of some members of the House Commerce Committee and FCC itself. There are several controversial issues in this bill—in almost every section. There is a strong belief, too, that the bill already is outdated because of the progress of television. This feeling is shared by some Congressional and FCC members alike.

"In its comments since the legislation came before the House, FCC has strongly emphasized it is not satisfied with many provisions as presently written. Furthermore, some Commissioners have stressed that the bill almost ignores FCC's special services and safety functions; that the legislation was written chiefly with broadcast provisions in mind; that it does not take into cognizance the growing importance of television operation.

"As an example of confusion, take that section of the McFarland bill (Sec. 309) dealing with hearings on applications for licenses, form of licenses and conditions attached to licenses. One question is, who are the 'parties in interest' who may exercise intervenors' rights? This is not clear. Does it mean technical parties, economic parties or just whom?

"The Senate Interstate Commerce Committee pointed out in its report that 'fear has been expressed that use of the term (parties in interest) might make possible intervention into proceedings by a host of parties who have no legitimate interest but solely with the purpose of delaying station grants which properly should be made.'

"The report continues that the committee does not so construe that term, and points out that the term is fixed, in the case of electrical interference, by the Supreme Court-KOA decision and FCC's rules, and from an economic standpoint by the same court in another case.

"Yet, the Senate version, while recognizing these fears, is neither clear nor all-embracing. That provision would have to be clarified. Other questionable sections deal with license revocation, cease-and-desist orders, etc.

"There also is a time element factor in problems dealing with FCC. If the issue is taken up at all, hearings would be a necessity. And committee members are very interested in the television aspect. Whether the committee, or FCC itself can find time this next session remains to be seen. Television would seem to be vital in any consideration of communications at this time."

Mr. Borchardt also felt personally that any exploration of communications logically might begin, not with FCC, but on a higher level. "Sen. McFarland's intent to explore the frequency problem at the top level—its use among government agencies—is commendable," he added. "It would seem logical to attack the problem from the top, then delve into FCC matters."

A thorough redefinition of FCC's "public service" concept as applied to license grants and a spelling-out of the pre-eminence of commercial contracts between networks and stations should command priority on the Commission's agenda in 1950, Rep. Harry R. Sheppard (D-Calif.) believes.

Congressman Sheppard, author of legislation (HR 2410) to divorce networks and manufacturers from station ownership [BROADCASTING, Feb. 14], thinks any clarification FCC may offer in its contemplated probe of network-station relationships "would be step in the right direction." He intends to press for hearings [BROADCASTING, Dec. 5],

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JOHNSON

Yearend Roundup

Cites Twin Guideposts For 'Free' Industry

By SEN. EDWIN C. JOHNSON
Chairman, Senate Interstate and Foreign Commerce Committee

THE YEAR ending the first half of this century has brought significant advances in the entire field of communications, but none of greater importance than those in broadcasting and television in the United States. We have come a long way since Marconi embarked on his *Electra* to prove his startling theories.

We stand, as we enter 1950, on the threshold of further great advances in the art. Television is a functioning commercial reality with the end in sight of the days of painful red ink ledgers. Improvements in video, notably color, are well advanced and the great buying public which has taken television to its heart will soon experience even greater and finer pleasures from this great advance in the science of communications.

Sen. Johnson

The industry has experienced problems, but their very nature is best proof that this is a dynamic and growing enterprise and not a static and dying one. The cries of those who fear change have proved ill-founded. Future developments will prove correct the courageous and far-seeing in the industry who believe it is only on the threshold of its eventual importance and worth to mankind.

We in the United States have an opportunity, an unparalleled opportunity, to prove to a sick and fear-ridden world that private initiative can do more for human beings than any other system. In radio, and in communications generally, those who make the wheels go around must never forget that competition and public service are the twin guideposts which will keep the industry great and free.

LABOR

Yearend Roundup

Wages, TV Jurisdiction Are Problems

TWO BIG PROBLEMS face radio labor in 1950—the effort to increase wages, and the need to solve the jurisdictional tangle created by television.

The wage problem may give almost as much trouble in 1950 as the TV jurisdictional mixup—and the latter contains the seeds of nothing less than inter-union war.

Radio labor unions have been struggling with the wage problem with increasing frustration during most of 1949. It is likely the 1950 frustration will be even greater.

Early in 1949, radio, bellwethered by the big networks, adopted a "hold-the-line" position on wages. That stand was maintained until contracts were signed on the dotted lines, with the result that there were few big gains by any union in wage scales.

Even where gains were registered, inspection of various clauses in the contracts revealed that scale increases often were balanced by the creation of new categories of workers — apprentices or semi-skilled—use of which brought down total payroll costs for the particular group.

Radio labor leaders, backed by rank and file sentiment, went into many negotiations with large wage demands. Settlement terms were puny in comparison. It made the labor leaders look as though they had failed their memberships, although such was by no means necessarily the case.

In fact, management labor negotiators would be among the first to concede the labor leaders were not at fault. Many labor leaders were ordered to enter the bargaining room with impossible demands. Management countered with the arguments that profits did not permit higher wages, television operations were being carried at a loss, living scales were going down, not up.

Union memberships often did not like these arguments. And memberships' ultimate confinement, within narrow bounds, in old wage scales

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XUM

REPRESENTATIVES

Yearend Roundup

88% See Increased Revenue in '50

SOME 88% of the station representative firms surveyed by BROADCASTING at the year's end express conviction that the radio industry in 1950 will increase its revenue by about 7% over 1949. Television receives a 100% pat on the back from firms representing video stations, most of whom believe TV will zoom between 50 and 100% over its performance this year.

About 55% express a fear that broadcasting operation expenses will rise, with 18% predicting they will go down, and the remainder expecting expenses to remain at their present level.

Optimism about the future of business as a whole is voiced by 52% of the representative firms, the majority of the remainder feeling it will stay constant. A meager 4% expect business to go below its present volume. Many feel that the last six months of next year are uncertain, however.

FM will be able to maintain its status quo, if the predictions of the representative men are true, with twice as many firm spokesmen saying it will be unchanged in 1950 as those who say it will decrease its revenue.

Increase from Spot

Most firms expect the greatest increase in broadcasting income to come from spot radio. A small majority expect business on a national scale to be the largest revenue-getter, while many affirm the belief that small advertisers in local or regional markets will be responsible for whatever boom stations will feel in 1950.

The most promising advertisers, this group feels, will be food dealers and distributors and automobile manufacturers and dealers, by a large majority. Less important will be drugs, appliances of all kinds, beer and wines, soap, beverages and tobacco.

operational expenses and general business will maintain the status quo of 1949.

No change in operational expenses or general business is expected by Paul H. Raymer, president of Paul H. Raymer Co., New York. He expects FM to remain where it is, with TV swinging upward and AM increasing by 15%. National programming will account for much of this rise, Mr. Raymer thinks.

Automobile, soap, food, beer and drug firms will contribute to a 5% rise in AM volume and a 15% increase in television business, according to Donald Cooke, president, Donald Cooke Inc., New York. The entire radio picture looks good, he said, with general business holding its own and a 5% decrease in radio operation expenses expected. Mr. Cooke predicts, "there should be a greater amount of cooperative advertising which will increase both local and national spot billings. . . ."

F. E. Spencer, vice president of George P. Hollingbery Co.'s New York office, expects radio business to increase overall in 1950. He anticipates increases in AM and TV, a leveling off of FM and a general business rise throughout the country.

"Hundreds of local stations who have been and are doing a very fine job locally should get a break in 1950 and find their schedules loaded with many good national spot accounts," says John E. Pearson, owner of the representative firm of that name. He predicts that a 15% increase in national business will find many advertisers, including beer, wine, cigarettes, cars, soaps and drugs, contributing to swelling the accounts of AM and TV stations.

Mr. Pearson

Mr. Headley

The president of Headley-Reed Co., Frank M. Headley, thinks radio will be a larger revenue-getter

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SPOT IN '50

Selective, Low-Cost Markets To Key Buying

BY T. F. FLANAGAN
Managing Director, Natl. Assn. of Radio Station Representatives

BROADCASTING station representatives look forward to 1950 as a great year for spot broadcast advertising. The recognition of spot as a creative medium is growing by leaps and bounds. Marketing conditions greatly favor spot, especially because of the introduction of new products where spot has been so sensationally successful, and the competitive selling conditions in practically all industries. These conditions call for realistic selection of media which can do an immediate, positive, low cost job of creating markets and making sales.

Mr. Flanagan

► Advertising executives are probing their consciences vigorously to find out why it is so difficult for them to determine which of their advertising expenditures bring in what amount of sales, and at what cost. The failure to know these important facts constitutes one of the current weaknesses of advertising practices.

► We are, therefore, likely to see well controlled tests to find out which media sell and which do not. In these tests, spot broadcasting, properly used, will come off triumphantly.

► In 1950 it is easy to predict that smart advertisers will continue to build for themselves a franchise of highly productive announcement and station break adjacencies. In some cases ratings will determine the value. But in a great many cases, the values are concealed and lie there for the alert advertiser to find. You will probably find in 1950 an extension of announcement and station-break campaigns to stations and times far wider than in any previous use. At the same time, the search for good availabilities will result in a much wider use of spot programs, especially since we have so much evidence on hand to indicate that sensational results in sales have come from the use of these spot programs.

► In 1948 spot time sales have now been officially announced by FCC as $104,759,761, an increase of 14.4% over 1947 spot time sales. When network time sales are dropping off slightly, when local time sales are showing only slight gains, spot time sales are the healthiest segment of the radio business.

Mr. Young

Mr. Raymer

In New York, station representatives are looking forward to a busy and prosperous new year, radio-wise. Adam J. Young Jr., president of Adam J. Young Jr. Inc. and Adam Young Television Inc., said: "I believe that the spot radio business will be as good or better than 1949 due to additional accounts realizing [its value] . . . Television should increase 100%." The national picture will remain essentially unchanged, but new accounts to AM will raise its volume 10%, he said. Mr. Young thinks

REGIONALS, GROUPS

Yearend Roundup

RADIO in 1950 will continue to prosper but the medium will be unable to sit back and let the revenue roll in. This overall bright picture —with reservations—is painted by most regional network executives surveyed by BROADCASTING.

The "tapering-off" in business that was evident last year again is reflected in assertions by executives that radio has to get out in the market place and carry on an aggressive selling campaign.

All of those surveyed predict AM revenue will increase during next year. Percentagewise, figures ranged from 35 to 10%.

Television enters the picture more strongly than ever but those in areas served by TV are just as sanguine that AM will hold its own against this new threat.

Speaking for the Don Lee Network and Don Lee stations, Ward D. Ingrim, vice president in charge of sales, said the West Coast organization looks forward to continued good business in 1950. His statement is based partly on the seemingly general agreement on expected increased purchasing power resulting from veteran's life insurance refunds and other sources which will create larger markets for consumer goods.

Pointing out, however, that production has taken care of most back orders, Mr. Ingrim predicts increasing competition for the consumer's dollar.

"Television," he said, "will undoubtedly continue its rapid growth in 1950 and earn its own place in advertising budgets. More advertisers will take greater advantage of the tremendous sales power of television but also will continue

Mr. Ingrim

Mr. McRaney

(Continued on page 50)

Mr. McCONNELL

* * *

Mr. STANTON

* * *

Mr. WHITE

* * *

Mr. WOODS

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NETWORKS

Yearend Roundup

Look Hopefully to '50 After Turbulent '49

AMONG network executives, 1949 is likely to be remembered as the year of the great ulcer. Not since the war had there been such fluctuations in business or so aggressive a state of competition among the four major chains.

A capsule description of the turns that network advertising took from the beginning of the year to the last was: Good, bad, better. At year's end an estimate by BROADCASTING showed that total gross billings of the four major radio networks would probably be about 5% below the figure for 1948.

That decrease was smaller than had been anticipated last summer, when network billings slipped into the doldrums, and stayed there until vigorous salesmanship plus general improvement in business began moving billings back to a more active state.

Turnover in Presidents

The year also saw a 50% turnover in network presidencies. At NBC, Niles Trammell moved to the chairmanship of the board and was replaced as president by Joseph H. McConnell, who had been executive vice president of RCA. At Mutual, Edgar Kobak resigned to enter the consultant business and was replaced by Frank White, who had been president of Columbia Records Inc.

The reassignment of the top executives of NBC was part of the most comprehensive reorganization of any network in recent history. NBC, at year's end, was in the process of splitting itself into three principal divisions to accommodate the growth of television.

Talentwise, the inter-network raiding that began in the last quarter of 1948 did not abate until so many programs and stars had changed homes that there seemed scarcely any new addresses to move to.

For the three major networks that were in both the radio and television business, television was still taking money out of the till just a little more slowly than radio was putting it in.

It was a great year for the aspirin people.

Despite the turbulence of 1949, the chiefs of the major networks were optimistic about the future. Although none said so, it was plain that all had sternly buckled down to the new, tough, competitive situation that had arisen in the first post-war year that smacked of normalcy in the general business world and one that had its own complications in broadcasting.

Mark Woods, ABC president, said: ". . . The star of general business conditions is in the ascendancy. This, coupled with the more flexible programming planned for both radio and television by ABC in the new year ahead, is the basis for my high optimism concerning the outlook for this network in 1950."

Most Successful

Frank Stanton, CBS president, whose network was the only one that stood a chance of improving its radio billings over last year when the final reckoning for 1949 was in, said that 1949 was "in many respects . . . the most successful in the 22-year record of CBS."

Frank White, MBS president, said Mutual had "a continuing faith in the future of radio—a faith fortified by a constructive program to cope with the changing patterns of the industry."

Joseph H. McConnell, NBC president, said: "All in all I am confident that 1950 will be a good year for all of us in the industry who are nimble of foot and mind."

Although a final official accounting for 1949 would not be available for another month or more, estimates by BROADCASTING, based on Publishers Information Bureau (which are as yet incomplete for the entire year), show that total network radio billings will be approximately $188,500,000, or some

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TRADE ASSNS.

Yearend Roundup

Reflect Optimism

KEY EXECUTIVES of the trade associations reflect the same optimistic outlook for 1950 as pervades business generally. 1949 was conceded by most to have been a "good" year all around.

Keener sales competition will stimulate advertisers to greater efforts and more efficiency in the ensuing year it was stated.

Of particular interest to radio and TV, was the assertion of the Assn. of National Advertisers, that industry data is a prime need for ANA members; that the type of information developed by Broadcast Measurement Bureau is just what is required; and that the radio industry is to be commended for its support of BMB.

Frederick R. Gamble, president of American Assn. of Advertising Agencies, declared:

"The level of advertising activity continues high, compared with prewar, in dollars. But it is still low in relation to our greatly expanded economy and the volume of goods and services to be sold.

"The need to sell has grown more acute, the potential market in terms of wants and purchasing power is vast, and most advertising space and time is still an excellent 'buy' in today's dollars. Instead of just holding its own, advertising should be going all out in the selling effort."

The need to promote more confidence in advertising, with success stories, and not failures, to encourage the greater use of advertising in the future, are the joint obligations for advertising agencies and all media alike, Mr. Gamble said. "If we meet them, then the prospects for broadcasters individually should be good."

Mr. Gamble

Mr. West

Paul B. West, president, Assn. of National Advertisers, points out: "1949—even without the benefit of rose-colored glasses—was better than simply a 'good year' for the radio industry as well as for business generally. . . . At the same time, 1949 was a year, to put it bluntly, which did a lot to separate the advertising sheep from the goats. It put advertisers on their mettle to do the best possible job with every dollar assigned . . ."

One of the things most needed, says Mr. West, is fuller and better information on the strengths of each advertising medium and a fuller interchange between buyers and sellers of advertising ideas. Through the efforts of ANA's Radio-Television Group and its Steering Committee, for instance, studies which will help advertisers evaluate television rates as well as its impact as a selling force are being carried out. He continued:

"The days when the selection of advertising media depended on intuition are long since over. Facts

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STATION OUTLOOK

Yearend Roundup

67% Expect Greater Time Sales

THE COMING year will be a good one for AM and FM broadcasters, judging by the predictions of more than 100 station managers surveyed by BROADCASTING.

Two-thirds (67%) of reporting stations expect increased time sales next year with 31% predicting their business will be at the same level as 1949. Only 2% expect sales to decline.

Of all broadcasters who answered the questionnaire, 28% believe time sales will rise 10% over 1949, 20% expect a 5% rise, 17% mentioned no special figure, 4% expect a 15% gain, 3% expect 20%, 2% figure on a 2½% rise and 1% look for an increase of 25%.

The 2% figuring on a decrease placed the figure at 5% to 10%.

Station managers look for improved overall business in 34% of cases, with 27% anticipating gains in local sales and 22% in national business. Small minorities figure these classes will be unchanged or down slightly.

Well over half (63%) of stations expect their AM business to increase compared to 31% who expect no change and 6% who look for a decline. In the case of FM business, 42% of managers surveyed expect an increase, 49% no change and only 9% expect their FM business to decline in 1950.

Spotted through the comments were occasional fears that radio is oversoliciting its local prospects to the point of irritation. Most managers agree the competition for advertising dollars is getting tougher but at the same time they find retailers and local business firms spending more money on advertising to meet stiffer competition for the public's dollars.

Product Groups

Station managers were asked what particular product groups were likely to spend more money in radio next year. The automotive field is a likely source of more business in 1950, in the opinion of 41 station managers. Appliances should provide more revenue, 31 managers believe, followed by food, retail, drugs, department stores, national spot, tobacco, soap, and soft drinks.

Advent of television appears to have surprisingly few AM managers worried, only 9% of the managers expecting sales to suffer from TV next year whereas 12% answered "not yet," 60% expect no loss to TV and 19% actually figure video competition will help their AM business. Only a few managers answered a question on TV's impact on FM stations and the results were not conclusive.

A special question covering prospects of FM stations for the year showed that 52% expect no change from 1949, 15% expect business to rise 10%, 10% expect a 25% gain, 10% expect a 20% gain, 10% expect an increase but have no idea how much, 3% expect up to 60% increase and 3% expect a 15% increase.

Twenty-nine percent of all stations surveyed look for operating costs to rise 5% in 1950 with another 29% expecting no change. Another 15% look for costs to rise 10%, and 9% expect a 2% increase in costs. A few anticipate higher rates of increase and 5% expect a 5% decline in costs with another 5% expecting a 10% drop.

Looking over the general business situation in their markets, with one eye on nationwide prospects, 37% of the stations surveyed expect the 1950 trade level to be about the same as 1949, 19% expect an increase (no percentage given), 13% expect business to go up 5%, 8% expect an increase under 2%, 7% expect a 10% increase, 5% anticipate a decline (no percentage given), 4% expect a 15% gain, 4% expect a 10% loss, 2% expect a 5% business drop and 1% expect a 20% decline in general business conditions.

Buyers are loosening up, many broadcasters believe. This is ascribed to belief that lower prices are unlikely and higher prices almost certain in some fields.

Television stations pretty generally expect their sales to increase. Magazines and newspapers are beginning to feel effects of TV's arrival in many markets.

The general business and industrial situation looks bright, managers rather generally agree, but many add an "if" in the form of a no-strike clause. Apparently they recall labor unrest in 1949, though some commented that holiday retail business has been good in many areas hit by coal and steel strikes. In the farm areas most managers expect continued government payments to bolster the local economy in 1950.

Individual Comments

About a third of the station executives replying to the survey questionnaire attached no comment or did not wish to be quoted. Among comments were:

William G. Siebert, secretary-treasurer of WJR Detroit, finds general business prospects "very favorable provided we do not have any serious labor difficulties. With a greater production of economic goods we can reasonably expect greater advertising expenditures. Radio will receive its just share."

Thad Holt, president of WAPI Birmingham believes "inflationary factors are growing and press will build up in the first quarter." He looks for a slow summer with sound fall prospects.

Leonard Kapner, president of WCAE Pittsburgh, expects general business to hold up in 1950. The TV station in the city (WDTV) has not affected AM expenditures to a noticeable degree, he explained, though it does a substantial amount of business locally.

Mr. Kapner

Mr. Gray

Gordon Gray, vice president of WIP Philadelphia, said, "Judging from the temper of business as this is written, broadcast advertising which has continued to hold up very well in a three-station television market in 1949 will continue to do so in 1950." General business will be as good or better, he added.

Odin S. Ramsland, commercial manager of KDAL Duluth, Minn., takes a less optimistic view, noting retail business has not been up to expectation due largely to the steel strike. He believes national spot business will be down in the Duluth area next year.

"Stations operating AM must work harder in sales to equal or improve last year, but it can be done," in the opinion of G. W. Grignon, general manager of WISN Milwaukee.

Arthur B. Church, president of KMBC Kansas City, notes that the station is located in a food-producing area, principally livestock and wheat. "The situation could change should we encounter major drought or other bad weather conditions," he said. "Rural area people depend more on radio for information and for entertainment than industrial area people. Radio is a vital service—a productive advertising medium now thoroughly proved." He expects general business to continue at the same level in 1950, anticipates a 5% rise in overall radio business with costs going up perhaps 3%. New business will come from food, automotive, farm equipment, stock feeds and beverages, Mr. Church believes.

Mr. Church

Mr. Shafto

G. Richard Shafto, WIS Colum-

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FCBA

Yearend Roundup

TV Isn't An Ogre, Says Jameson

By GUILFORD JAMESON
President, Federal Communications Bar Assn.

IN 1949 we saw the great new medium of television move forward from the cocktail bars to the homes of millions of Americans. From approximately 185,000 family sets in use two years it is estimated that around 3 million sets will be in use by the end of this year. Television's achievements are the toast of the year and I salute the technicians and promoters of this new medium, which in the words of Philip Bennett "can employ the visual impact of newspapers and magazines, and the oral persuasion and personal immediacy of radio."

Mr. Jameson

That the growth of television will have a marked effect upon other media is obvious. That it will completely supplant radio I believe to be as untenable as the predictions that radio would reduce authors to poverty by ending the "best seller" era and destroy the recording industry.

Several factors lead me to this conslusion, first among which is that radio will remain the most economical means of mass communication. Today there are 38 million radio homes, and the estimate for television homes four years hence is for 20 million. Trade figures show that radio sales lead television sales 4 to 1. In a recent editorial in BROADCASTING it is pointedly observed that the lifeblood of radio's programs are music and news, neither of which are improved by being seen, unless one enjoys the facial contortions of the soloist hitting high "c." Furthermore, the cost of TV programming makes network operation compulsory and thereby is lost the broader freedom of radio in creative programming by tailoring its programs to the particular area which it serves.

Philosophical thinkers for centuries have been aware of our individual differences. As "variety is the spice of life," those who have the greatest latitude and freedom to satisfy this fundamental trait in human nature will not be without their reward in public favor.

In closing I have no fear that the child will destroy its parent, without whose strength and resources, of which it has given so freely, its great strides forward would have been impossible.

GIVE, HERMAN, GIVE!

This monkey really puts his heart and soul into his singing as he entertains his little pals, the chihuahuas.

Reminds us of the way W·I·T·H goes all out to help advertisers get low-cost results from radio in Baltimore. W·I·T·H regularly delivers more *home* listeners-per-dollar than any other station in town. And *in addition*, a survey made under the supervision of the Johns Hopkins University showed that of all radios playing in drug stores, 34.6% were tuned to W·I·T·H.

That means that a *little* money does *big* things on W·I·T·H. Call in your Headley-Reed man today and get the whole W·I·T·H story.

WITH

BALTIMORE, MARYLAND

TOM TINSLEY, *President* • Represented by HEADLEY-REED

Agencies

(Continued from page 25)

ing into account television's drawing power.

Hal Rorke, radio-TV director, J. Walter Thompson Co., summed up that "increase of TV money has not so far had the effect of lowering budgets for other media" so "most money seems to be new advertising money." In the same direction, R. N. Heath, executive vice president, Leo Burnett Co., who expects an increase in both radio and television spending in his offices, observed "at this point there is no sign that television money will be taken out of radio budgets."

Jeff Wade, radio director, Wade Advertising, also stressed that "none of our clients are taking their money for television from radio budgets."

Faith in radio's future is expressed by R. J. Scott, president and treasurer, Schwimmer & Scott, who believes spot radio "that has come back pretty strong will remain that way." His agency will be more active in TV, he added, as more advertisers go into the medium. Rising costs in TV, warns Melvin Brorby, vice president, Needham, Louis & Brorby, may squeeze out many smaller advertisers from video because "they just can't afford it."

Mr. Tolg

Mr. Brorby

Proof that nearly every agency has one eye on TV potential is borne out by statements from other Chicago offices. Russ Tolg, radio-television director, BBDO, thinks television will become "important in market after market" as TV set ownership increases. This, he said, will effect a change in radio listening habits, particularly in nighttime, Sunday afternoon and week day afternoons in cities where baseball telecasts are available. He predicts a number of national advertisers will shift from a pattern of radio network only to a combination of TV network plus national spot radio.

Marvin Mann, vice president, Weiss & Geller, thinks TV will supplement radio and will show up on the ledger as a "tremendous source of income" to agencies. A video-dealt blow to AM radio is forecast after the first six months of 1950 by Irwin A. Olian, president, Olian Advertising. "An advertiser," he said, "can concentrate on only one medium at a time. The volume of business will hold, but TV will get most of its money from radio."

$750 Ad Scholarship

AIMING primarily at stimulation of interest in specialized forms of advertising training at the graduate level, Alpha Delta Sigma, national advertising fraternity, will award an annual scholarship of $750 to a member of one of its 40 collegiate chapters. The winner will use the scholarship for gradute study in a top-ranking American university of his own choice which offers a recognized master's degree in advertising. The selections committee is headed by Donald W. Davis of Pennsylvania State College.

Los Angeles

Prospects for 1950 are bright on the West Coast. Reporting agencies predict a wholesale increase in radio and TV spending on the premise that the smart businessman will take advantage of the desire to advertise and will not trip on the cost factor.

Of concern to many is the challenge of rising competition. But the go-slow signs are off in this area. More than a majority expect radio budgets to be increased over last year by 15-20%; the others generally expect to keep radio spending on an even keel.

Most enthusiastic is the forecast for television spending. One agency said its 1950 TV budget will be 500% greater. Other agencies, following suit on a less grandiose scale, pegged their increases at about 70%. Two agencies look for video budget rises 350% and 300%, respectively. A few are cautious, plying a "watchful waiting" policy.

Agencies sparking an increased TV budget also expect greater allotments to radio. Don Belding, chairman of the executive committee, Foote, Cone & Belding, said: "We are looking for the best year in our history. . . . All media will be up, especially radio which has been a minor media with us for the past two years."

Mr. Belding

Mr. Fenwick

Favorable signs in the wind, according to David R. Fenwick, vice president and treasurer, Abbott Kimball Co., are "the greater understanding of advertising" as a selling force and the substantial activity in all media to sell themselves to advertisers.

The thinking of many is reflected by Richard C. Francis, vice president and Pacific Coast manager, Campbell-Ewald Co., who spoke of a more "intensified selling and promotional activity." To Bob Struble, radio and television director, The Jordan Co., the emphasis is on "creative ingenuity in the use of both old and new media."

Donald A. Breyer, vice president, Brisacher Wheeler & Staff, finds profit potential for 1950 good "for those firms who gear themselves" to customer-production competition. He sees the danger of depression as a fear which did not materialize in 1949 and as a washout in 1950.

Similar beliefs are voiced by Mark L. Mulligan, media director, BBDO, who sees favorable business helped by "necessity for exercising selling muscles" and Frank Ryhlick, radio and television director, Ross, Gardner & White, who predicts increased demands on copy and programs "that will produce immediate and direct sales results."

Robert B. Shirey, general manager, J. Walter Thompson Co., finds "considerable intensification of promotion efforts with emphasis on sales and merchandising activities," and John Weiser, vice president and Pacific Coast manager, Ruthrauff & Ryan, thinks 1950 will be a good year for business and the period when experienced salesmanship will prevail.

Mr. Shirey

Mr. McCreery

The smartest merchandiser, according to Barton A. Stebbins, head of his own agency, will analyze sales carefully, "not just to the trade," but to the "ultimate consumer." Reminder that advertising campaigns "must represent greater research and planning" is given by President Walter McCreery, Walter McCreery Inc., who adds "buyers are here but the customers are going to be tougher to sell."

Better business in 1950 is envisioned by W. F. Gardner, president, Allied Adv. Agencies, who notes the levelling off in price adjustments and a year ahead unshackled by labor unrest.

Expecting an increase over last year's "record" for his agency, Frederick W. Polangin, vice president, Buchanan & Co., believes business will continue on a high level abetted by government spending at home and abroad. Question marks, he said, are Congressional tax policy and extent by business in continuing investment in new plants and equipment.

Some officials, like Hildred Sanders, vice president in charge of radio and TV, Dan B. Miner Co., indicated that while no increase is expected in radio billings, the anticipated rise in television billing will not be at the expense of "other media to make room for this one."

R. M. Hixson, president, Hixson & Jorgensen Inc., whose agency expects an increase in both radio and TV budgets, theorizes "general advertising will show a natural increase and TV stations, where priced within reason, will be jammed with business shortly after opening."

Mr. Hixson

Mr. Temple

Robert C. Temple, executive vice president, Raymond R. Morgan Co., said: "The 1950 business picture looks very clear and healthy. . . . Our clients are expecting 1950 to be their biggest year, and are using every sound selling idea to insure that expectation becoming a fact."

San Francisco

San Francisco reporting agencies reflect the thinking of Los Angeles executives. Most expect to spend a little more on radio and nearly every agency sees more TV billings.

Herbert O. Nelson, manager, Ruthrauff & Ryan Inc., said: "Judging from first-hand observations and knowledge only, it appears that advertising expenditures in 1950 will be greater than in 1949."

No decrease in radio billing is forecast by Frances E. Young, radio and television timebuyer, J. Walter Thompson Co., which expects a 10% climb in radio spending. She said: "With the largest population and greatest spending power in history and a generally decreased will to buy, radio and television should find that business is very good. Television has been proven such a persuasive selling medium it is being looked to more and more for quick results. Radio reaches a vastly greater number of people so it should not suffer from a decrease in billing."

Northwest

Up in the Northwest, the emphasis is on more spending in TV budgets with a good slice etched for radio.

Some expected increases in radio spending range from 35 to 50%, most of this outlay expended for national spot. Television money will be looser by as high as 100%

and as cautious as 20%, the agencies said.

Business in the area which suffered an economic setback during 1949 may be due for an upturn, the reports indicate. Joseph F. Hiddleston, president, Hiddleston, Evans & Merrill, Seattle, said the prospect for greater business in 1950 "is very good both from a standpoint of general business conditions or regards to the promotion of commodities. . . ." Trevor Evans, radio director, Pacific National Advertising, Seattle, said "the business outlook is about the same as last year with the overall attitude . . . somewhat more optimistic."

Southwest

Healthy budgets are in store for radio and television, according to present estimates in the Southwest. Radio spending will be somewhat above the generally predicted national average increase.

"It doesn't appear that TV as an industry is going to make any inroads on radio budgets," Monty Mann, vice president in charge of Glenn Advertising Inc.'s Dallas office, said. "The people using TV seem to be making additional appropriations for the medium." His firm is planning an increase in radio billings and expansion in TV.

Mr. Mann

A strong business front is forecast by Grant Advertising executives. R. B. Moreland, vice president and account executive, sees a possible 20% increase in TV billings and a 10% increase in radio national spot. Sam W. Hepworth, manager and account executive, foresees only a slight increase in radio national spot with an estimated 10% incline in TV. While admitting increased competition, Mr. Hepworth said "business conditions look like they will be good all through 1950 . . . decrease in retail prices should stimulate sales. . . ." W. C. Woody Jr., account executive, added "more constructive advertising will be done to build more business. The well know brand will be the product sold."

Detroit

In the Auto City, agencies report emphasis on TV billings with radio maintaining an even pace. Jerry Kalor, media director, Kenyon & Eckhardt, Detroit, thinks an increase in local TV spots of 100% or more will add to a 20% increase in national TV estimated from the number of new stations to swell network placement by Lincoln Mercury, agency's principal account.

Also in Detroit, Cherie Lee, assistant radio-TV director, W. B. Doner & Co., expects the agency to offset radio losses caused by a turn to TV by simultaneously adding new radio billings, and predicts "TV will boom, radio will stay about the same."

Because both radio and TV are still growing in the area, Manan Sanders, radio-TV director, Simons Mickelson, said his agency expects "a greater business in both media."

Drawn for BROADCASTING by Sid Hix

"But, Mr. Widget, you asked us to launch a radio station with your $50,000!"

Washington, D. C.

Washington, D. C., agencies look to a steady, prosperous year. However, many officials underscore rising television rates which they say can very well squeeze out the small, local advertiser. This view is emphasized by Jeffrey A. Abel, radio director, Henry J. Kaufman & Assoc. But, the overall trend, he said, is that "business conditions may be better next year. . . . Agencies will be able to make some money out of TV for the first time."

Mr. Abel

Mr. Ehrlich

Alvin Q. Ehrlich, vice president in charge of radio and TV, Kal, Ehrlich & Merrick Advertisers, said that the businessman who "was alert and on his toes" had the best figures to show at the end of 1949. For the coming year, his prediction is that the merchant who "plans ahead, makes his advertising and merchandising work together, has got to come out on top." KE & M, he said, looks for a sizeable interest in both radio and television, and is planning an increase in radio billing.

Courtland D. Ferguson, head of Courtland D. Ferguson Inc., said a possible fifth of his budget estimate for radio will go into TV, adding that 1950 will be a year of increased business.

Boston

Full speed ahead for radio and television is the word from Boston. Agencies in New England's Hub City report an expected substantial increase in radio billings coupled with a decided rise in TV spending.

Business in 1950 should surpass in general that of 1949, Charles F. Hutchinson of Chambers & Wiswell said. His agency is counting on 20% increase in radio billings next year while the television budget will be 50% fatter.

Edmund J. Shea, director of radio and television, James Thomas Chirurg Co., said his office expects to handle a 50% increase in radio with all of it earmarked for national spot. "We are expecting next year to be responsible for our largest increase to date," Mr. Shea said.

Mr. Shea

Miss Gilbert

Certain rise in TV spending is forecast by Janet A. Gilbert, radio and television director, Harold Cabot & Co., who said all signs have been for some increases in the current overall budget for the coming year. Also predicting a year with excellent prospects, particularly in television, T. B. Putnam Jr., radio and television director, J. C. Dowd Agency, tied most of his beliefs to plans of clients "who have experienced considerable success with other media."

Canada

Tendency to declare 1950 a bountiful year also is strong in Canada where agencies report good business prospects ahead. Activity is expected to exceed, or at least be equal to, 1949 radio billings.

Biggest year for his office is sounded by R. B. Wakely, director of media, Harry E. Foster Adv. Ltd., while a radio director of a large Canadian advertising agency who asked his name be withheld, said "with the networks booked solid there should be a trend to national spot both as a basic campaign and as supplementary to network schedules." His firm is planning to spend an estimated 35% more on radio.

In a more cautious tone, W. McQuillin, radio director, Cockfield, Brown & Co. Ltd., noting an expected 10% increase in radio billings by his agency, said radio is reaching "a balance point" with the lack of exports tabed to eventually catch up with Canadian business.

Also pointing toward that percentage in increased radio spending, R. J. Avery, vice president, Ronalds Advertising Agency Ltd., echoed the feeling on Canada's export business. But, he adds, "1950 in Canada looks more promising than in the U. S."

Mr. Campbell

More money in consumer hands is seen by Bob Campbell, vice president and director, J. Walter Thompson Co. Ltd., who said the "devalued dollar has more shopping value." His agency is earmarking 15-20% more for its spending on radio.

M. Rosenfeld, radio director, MacLaren Adv. Co. Ltd., said his agency is ready with TV programs "when a Canadian station goes on the air." Mr. Rosenfeld looks to the 1950 business chart to keep up with the 1949 purchasing and sales figures.

WMAQ Award

WMAQ (NBC) Chicago was the sole station last week to earn an award from the Chicago Commission on Human Relations. Station was cited for its public service programming, especially the weekly *Destination Freedom* documentary series which reports contributions of the Negro race to American democracy, and for the handling of news. Divisional Vice President I. E. Showerman received the award from Mayor Martin H. Kennelly.

Traveling S

g Salesman

Entertainment has always drawn a crowd. The crowd has always sought it, or waited for it to come to them. Wherever there was a crowd, there were customers. And wherever there were customers, there were people with things to sell. *(A crowd that was in a good mood always bought more).*

Today the entertainer still gets the crowd, only he gets it faster and bigger. Through radio he reaches crowds of ten and twenty millions in a split second. *And along with him goes the advertiser.*

In radio the largest crowds gather at that point on the dial where the entertainment is the best. That point today is CBS.

For the Columbia Broadcasting System continues to be the most creative network in providing the kind of entertainment which captures the largest audiences.

Only on CBS will you find most of the *sponsored* programs with the largest audiences in radio (11 out of the "top 15").

And only on CBS can advertisers find most of the *available* programs with the largest audiences (7 out of the "top 10").

This is what makes CBS the most effective traveling salesman in radio... reaching more people with better entertainment... making the strongest impressions in all advertising.

CBS

—where 99,000,000 people gather every week

XUM

Editorial

Dirty Hands & Cuban Face

WHEN THE NARBA sessions in Montreal recessed Dec. 8, deadlocked on the issue of Cuban demands for a glutton's slice of the AM radio pie, broadcasters from the Arctic to the Equator heaved a sigh of relief. A crisis had been averted. The NARBA sessions would resume April 1 in the United States, and on Feb. 1 a U. S. delegation was to convene in Havana to try to adjust differences.

Cuba knows now that the U. S. does not intend to sell out any portion of its 150 million listeners to appease Cuba's politicians. Other North American nations understand that Uncle Sam is no longer a soft touch, and that the rights of Americans will be defended. The FCC knows that the State Department, backed by preponderant Congressional sentiment, won't sell American broadcasters (and their listeners) short.

The new order of business, then, is to prepare for the Havana sessions Feb. 1. Cuba has not yet returned to the pre-NARBA allocations. It has non-directionalized stations blooping all over our broadcast band—on clears and regionals alike. Cuba contends there has been no NARBA since March 29, and that it is not bound by the old treaty provisions. Technically, Cuba may be right, but it is acting like a petulant child.

All other North American nations have agreed to retention of the old NARBA *status quo* until a new one can be devised.

Good faith is involved. If Cuba does not return to the pre-conference assignments there appears to be no point in holding the Feb. 1 sessions in Havana. Cuba should attend that conference with clean hands. Otherwise, nothing can be gained in negotiating with her.

Meanwhile, we think steps should be taken promptly with Mexico and Canada and the lessor signatories to extend the interim agreements. Once that is done, Cuba can be negotiated with separately. If she doesn't agree to that which is equitable, the situation can be no worse than it is today, since her operations on facilities assigned to the U. S. do not fall far short of outlaw radio.

Koop Scoop

RADIO has stormed another citadel and its banner now flies from ramparts where a few short months ago supercilious newspapermen sneered down on their brothers who labored for the spoken rather than the written word.

The National Press Club of Washington, daddy of all the newsmen's clubs, now has a full-fledged radio man as a member of its board. He is Ted Koop, CBS Washington director of news and public affairs. Ted is recognized as one of the ablest reporters in Washington with a fine background with the AP, Office of Censorship, and in radio.

It was only a couple of years ago that the Press Club by-laws were changed to admit radio newsmen to active membership. Now, if the logical progression of Press Club offices continues, there should come a day when a radio newsman heads that august body.

And that obvious eventuality breeds another obvious thought. If the NPC is a newsman's club, in the modern vernacular, why shouldn't its name so connote? *Press* conferences, in this new era, have become *news* conferences. We don't want to jump the deadline, stop the presses, or cut in on the show. National *News* Club is euphonious, don't you think?

1950: Caution Before Speed

TIME WAS when American radio could take a look at the closing year's balance sheet, feel the heft of current schedules and upcoming contracts and predict within a gnat's eyebrow of next year's revenue.

That time, however, has gone. There are too many imponderables. Unlike other media or most modes of business, radio and TV business is affected by the whim and regulatory caprice of Government, rather than wholly by supply and demand. TV's growth, for example, is hampered by lack of facilities, facilities held in check by the FCC under the deep-freeze and related complexities.

Yet, when you read the prognosis for 1949 appearing in this issue, you find it hard to get alarmed. Everything looks rosy. Advertisers, agencies, representatives, trade association executives and others with their fingers on the electronic pulse bristle with optimism. More dollars are indicated for the mass radio media. The question is how thinly will those dollars be spread? Its twin is what happens to overhead?

To appraise 1950 let's look over our shoulder at 1948. Figures released by the FCC only last week show that while aggregate broadcast revenues were up 11.9%, expenses increased 17.5% and profits (before taxes) dipped 10.7%. A total of 581 stations, or 32% reported losses —most of them post-war starters.

The story was in the same vein in 1949—except that aggregate revenues will not show the same measure of increase.

Thus, as the radio media reach the half-century turn, dollarwise they march inexorably forward. The pace, however, is not horizontally applicable. AM has regained confidence. TV needs circulation and facilities to cross from the debit to the credit side. FM, for whatever the cause may be and whether we like it or not, is sluggish and, on a national scale, does not cut an important income figure. It is apparent too, that along with some FM operations, weak, fringe or marginal AM operations will be abandoned.

The optimistic note stems from the belief of businessmen that 1950 business will equal or surpass the 1949 level. A year ago, the prospects were just as bright, but there was widespread fear that 1949 might be a depression year.

The new year starts out well. But little troubles can breed big ones, if not coped with tactfully and swifty. Warning signals repose in the trend toward higher operating costs, and the tendency to slough off on essential operations. There are loose rate practices, and the per inquiry threat. And there are the problems of regulation and allocations, domestic as well as international. Unrestrained licensing of new stations—continuing the post-war epidemic—or capitulation to Cuba via NARBA are latent dangers.

Spared these encroachments, radio and TV must undertake hard and heady selling. They constitute the most effective of all media for virtually all goods and services. The main tools should be forged by the Broadcast Advertising Bureau, with the slide films and the All-Radio presentation in the anchor roles. The radio media must program and promote, as well as sell.

All of the signs of the business zodiac indicate caution before we speed into 1950.

We extend to our subscribers the Compliments of the Season and the fervent wish that with the New Year will come new highs in achievement and satisfaction in this, the most stimulating pursuit of all.

Our Respects To—

ROBERT RONSHEIM TINCHER

DESCENDANT of the Bible-toting, warring McGroartys of early Ireland and the Buckners and Talliaferros of American Revolutionary days, Robert Ronsheim Tincher, vice president and general manager of WNAX Yankton, S. D., boasts as colorful a career as his ancestors.

Born in Omaha, Neb., Aug. 28, 1908, Bob Tincher attended grade school in Buffalo, N. Y., high school in Cleveland, Ohio. It was while a student in Cleveland that he first became interested in show business. In those days, he recalls, his idols were a struggling young bandleader named Guy Lombardo, just getting his start at the Music Box in Cleveland, and the leader of the pit orchestra at the old Allan Theatre—Phil Spitalny.

During his senior year in high school Mr. Tincher was bitten by the profit bug. As business manager of his class he was responsible for the purchase of class rings and the like. By dint of judicious bargaining he showed a margin of profit that paid his first year's tuition at the Wharton School of Finance and Commerce, U. of Pennsylvania.

He completed his schooling with money earned playing the violin in a succession of school orchestras. While at the U. of Pennsylvania he was active in the famous Mask and Wig Club.

The year 1932 found Mr. Tincher engaged in public accounting work in Des Moines, Iowa, after being, in turn, night auditor for resort hotels in Virginia Beach, Va., and Palm Beach, Fla., selling peanuts during the depression at a walkathon in Minneapolis, operating a filling station and jerking sodas. For three years he worked as chief accountant for a wholesale distributor and as a field investigator for the Iowa Emergency Relief Administration.

Mr. Tincher joined the Iowa Broadcasting Co. (later Cowles Broadcasting Co.) in 1935 as bookkeeper for KSO and KRNT Des Moines. In a few months he was named chief accountant for the *Des Moines Register* and *Tribune* stations—KSO (later sold) and KRNT, and WMT Cedar Rapids. In 1936, he was made assistant treasurer of the company.

Cowles Broadcasting Co. in 1937 purchased WNAX Yankton, S. D., a station that had its beginning in a radio parts shop in 1922. Mr. Tincher—who had started with the company less than three years earlier—was moved from Des Moines and made vice president and general manager of the new operation. Looking back today, the Cowles organization feels it chose well, for WNAX has grown and pros-

(Continued on page 71)

SOME *Enchanted* SPONSORS

This is the stage setting at WSAI's "Shelf Level" Food School. Approximately 300 grocers sit before it every week. Here are some sponsor comments:

"Our clients are getting real results."

Jennelles Advertising Agency
Provico Dog Food

"We are the oldest sponsor . . . we have been made quite aware of the effectiveness of the 'Shelf Level' Plan."

George W. Doerr
Pres., H. F. Busch Co.

"It is our experience that the sponsors of 'Shelf Level' will derive not only the good will of the grocers but a substantial increase in distribution and sales."

Norbert J. Dorsel
Pres., Dorsel Co.

"We felt this unique plan — combining a means of getting both consumer and retailer acceptance — had a definite plus value. I am happy to say that our judgment has been vindicated."

John Nolan, Account Executive
The Keeler and Stites Co.
Stegner Food Products

"The 'Shelf Level' Plan has done a terrific job for us."

Jacques C. Ullman
Canada Dry Products Co., Inc.,
of Cincinnati

WSAI "SHELF LEVEL" SELLING CINCINNATI

CINCINNATI

WSAI

A·B·C

A MARSHALL FIELD STATION REPRESENTED BY AVERY-KNODEL

Program Firms

(Continued from page 28)

of AM, FM and TV collectively will create a greater gross revenue for the industry in 1950.

Edwin H. Kasper, Kasper-Gordon Inc., Boston, anticipates increased radio revenue for the coming year and says the increase in TV set sales, providing a powerful new medium for advertising, should bring many new advertisers and products to public attention. Combined efforts of AM and TV make for better sales potentialities and AM radio will better its sales as soon as AM station owners realize this, he says.

Belief that radio business is bound to increase as competition in selling increases, is expressed by Charles W. French, Trans-Radio Recording, Boston. Business generally, he says, will remain the same or increase only slightly. The increase would probably be greater if there were not so much widely publicized pessimism.

Klein's Views

William L. Klein, president of United Broadcasting Co., Chicago, says "the transcription business is drawing in, and will continue to do so in 1950. We will make up for the decrease in transcriptions by entering the sound film recording field. Unlike many transcription producers we are equipped with large studios and can make this shift. Operational expenses will not be greatly increased as we will hire personnel as needed—job by job."

Carol Levene, director, Pax Productions, San Francisco, looks for a bigger revenue year in 1950 for radio generally, and an increase in the firm's intake of about 30%. The Pax executive says "San Francisco Bay area AM business will increase because CBS' local outlet now owned and managed by CBS, has, despite big network billings, done an outstanding job of creating live local programs. This has already stimulated other networks locally, and should result in 1950 business increase. Thus far, and perhaps for some time to come, San Francisco's three TV stations have not cut into AM billings."

On the Canadian scene, Spence Caldwell of S. W. Caldwell Ltd., Toronto, predicts "1950 general business in Canada will be about the same as 1949. Radio advertising in 1950 will maintain an even keel with that of 1949." He believes there will be more competition and more selling required by transcription companies.

EDUCATION TEST

WHOM Starts Evening Classes

AN EDUCATIONAL experiment in citizenship training will be launched in mid-January by WHOM New York, in co-operation with the New York City Board of Education.

The station will urge its listeners in six foreign languages (Italian, Polish, Spanish, Yiddish, German and Russian) to enroll for a series of 12 evening sessions to be conducted at WHOM studios. Classroom instruction will be supplemented by a weekly broadcast.

Dr. J. Maurice Richman, curriculum consultant of the adult education section of the Board of Education, has been assigned to work with WHOM as advisor in planning and conducting classes and broadcasts.

Baker To ABC

FULL ABC network will carry *Art Baker's Notebook*, heard for decade on KECA Los Angeles, starting Jan. 2, Mon.-Fri., 1:45-2 p.m. Show is to be cooperatively sponsored.

FIELD'S FM

Six Franchise Sales By '50—Lane

HALF-DOZEN firms are expected to buy Field Enterprises' Functional Music Inc. FM franchises before the first of the year, FMI President Howard Lane said in Chicago last week. He also is radio director of Field Enterprises, which owns WJJD Chicago, WSAI Cincinnati, KJR Seattle and KOIN Portland.

The new Field subsidiary, which was incorporated in Delaware last October, is selling FM franchises and equipment for a complete service based on elimination of commercials from FM programming for public concerns. Tests have been conducted several months on Marshall Field's FM station, WFME Chicago, AM affiliate of WJJD. It programs music for 100 special sets which have been installed in local shops, restaurants and night clubs [BROADCASTING, Dec. 19].

Functional Music Inc. manufactures all its own equipment, which includes a tuning set and a plush-covered speaker similar to a wall picture and which can carry an advertising message.

More Franchises Imminent

Most FM franchises are expected to be issued in cities of more than 100,000 population, Mr. Lane said. The franchise includes a complete operation service, with program material, sales techniques, technical helps, bookkkeeping systems and exclusive territorial rights.

Functional Music Inc. will compete with "wired music" franchise holders, "and will cost about a fourth as much," Mr. Lane estimated. Although he declined to release actual cost figures, he said the price to subscribers depends on the number of speakers installed.

FM music also bypasses the limitation on length of telephone wires, used by all piped-in music firms. The FM area is limited only by coverage of the transmitting station, he explained.

To attract more night club business, WFMF on New Year's eve will extend its music programming from 10:30 p.m. until 2 a.m. daily. It now broadcasts from 8 a.m. until 10:30 p.m. Commercials are tuned out of all programming with the use of a supersonic control circuit, keyed only from the FM station. Voice material can also be eliminated in this way. The circuit permits several off and on services which subscribers may want.

DEFENSE DEPT.

Withdraws News Directive

ACTIVE direction by each military branch of its own press information service, which temporarily eliminated news clearance by the Dept. of Defense, proved short-lived as William Frye, information director, last Tuesday cancelled a five-day-old decentralization directive.

The order returned active control of news to each service—the Army, Air Force and Navy—and provided for appointment of deputies to report to each branch information director, rather than to the Defense Dept. as practiced since last March. Originally the plan was conceived as a unification step.

The radio section, headed by Charles Dillon, was not affected by the order. But the department's overall information section would have had supervision over news emanating from other offices not controlled by the three services. Lee Hargus is chief of the central branch.

JAIL BURGMAN

Ex-Nazi Gets 6-20 Years

SENTENCE of 6 to 20 years imprisonment was imposed last Tuesday on Herbert J. Burgman, "Joe Scanlon" of the wartime German Radio, by a Federal District Court in Washington. Mr. Burgman, eighth American to be found guilty of treason in World War II, was convicted last November.

The former Nazi broadcaster reportedly received as much as $1,500 a month for airing German propaganda, which he told listeners originated from station DEBUNK somewhere in the Midwest. Transcriptions of his broadcasts were played back in court during the trial. His defense attorney, James J. Laughlin, who also defended Mildred E. Gillars (Axis Sally), said he would appeal the verdict.

TOP executives accept United Nations honorary scrolls on behalf of the radio industry at UN testimonial luncheon. L to r are: Theodore C. Streibert, chairman of the board, MBS; Mark Woods, president, ABC; Forney Rankin, NAB; Ted Cott, Unaffiliated Stations Committee, NAB; Niles Trammell, chairman of the board, NBC; Seymour Siegel, Municipal Broadcasting System; Benjamin Cohen, Assistant Secretary General, UN; Frank Stanton, president, CBS; J. R. Poppele, president, TBA; Frank White, president, MBS; Millard C. Faught, FMA, and Edward J. Noble, chairman of the board, ABC.

WIP Philadelphia recently toured neighborhood theaters with *Musiquiz* program featuring Murray Arnold, m.c., and sponsored by *Daily News*.

XUM

Arkansas Tax

(Continued from page 27)

changed the outcome of the case."

Mr. Bullion's reply to the NAB paragraph follows:

"After reviewing our files we doubt seriously that this 'resolution' is aimed at criticism of our handling of the case or of our lack of cooperation, for correspondence therein reveals that Mr. Petty was fully informed of the events of this case as they happened.

"As early as October, 1947, we contacted them asking for their assistance, cooperation and suggestions regarding the handling of the case. We were furnished some material by them which we subsequently used.

"As to the cooperation on appeal to the Supreme Court of Arkansas we did not tell Mr. Petty that their intervention *amicus curiae* would be unwelcome or detrimental to the case.

"Had NAB felt the need therefor under the rules of our (Arkansas) Supreme Court all they would have to do is request such permission from the court. I quote that rule:

By permission of the court *amici curiae* briefs may be filed.

"It is true that on rehearing before the Arkansas Supreme Court we did advise Mr. Petty not to file a brief *amicus curiae* because the rules of our court do not permit. Again I quote from these rules:

Amici curiae briefs on rehearing are not permitted to be filed.

Advised Petty

"Because of this rule we advised Mr. Petty not to intervene at that time since it would be futile.

"As NAB knew of this case from its inception, had the right to intervene at any time during its pendency in Arkansas courts, and did intervene in the U. S. S. C. (U. S. Supreme Court), it is hardly felt that their 'resolution' is seriously attempting to 'pass the buck.'

"Actually, the issues were squarely and fairly presented to the court at all times and the courts were thoroughly advised and informed as to the law of the case. Unfortunately, we lost and the law thus established is a decided departure from previously established principles of law.

"This happens frequently as we progress in time and is something which lawyers, or otherwise, are unable to predict. Recently the U. S. S. C. held insurance to be interstate commerce which upset a doctrine that had been established for about 100 years.

"Consequently, as NAB furnished us with all of the available law which they had on this subject, had knowledge of the importance of the case, and at all times received all information requested of us, we feel that they do not attempt to criticize but rather attempt to explain their participation in the case."

ALL-RADIO FILM

Premiere Set Feb. 5 In New York

PREMIERE showing of "Lightning That Talks," All-Radio Presentation film portraying the impact of broadcast advertising, has been set for Feb. 5 in New York. Date was selected last Wednesday after a meeting of the All-Radio Presentation Committee, which previewed an unedited version of the film.

Plans for the premiere, expected to be "a super-glamorous evening of radio promotion," according to Broadcast Advertising Bureau, will be made at a meeting to be held this Wednesday at BAB's New York offices. Delegates from New York stations will participate, and will select a committee, chairman, and form a tentative invitation list for the film showing. It was understood that last Wednesday's meeting favored a dinner session at a major hotel for the initial showing of the film.

Following the New York kickoff, major showings of the film will take place in Chicago, Philadelphia, Los Angeles, Detroit, Boston, San Francisco and Atlanta. Members of the All-Radio committee have been assigned to assist broadcasters in these areas in setting up sectional premieres.

Prints of the film for showings in other cities will be available after Feb. 15. Official notice to all subscribers was to be sent last week asking that community committees to effect the local showings be established as soon as possible.

The committee last Wednesday also heard a report that sufficient funds are available in its treasury to defray expenses of the 45-minute sound film. It was agreed at the time that a final intensive effort would be made to get additional stations and representatives to subscribe, to permit additional promotion.

A complete manual outlining recommended procedures for staging showings has been prepared by committeeman Lewis Avery and will be distributed soon.

Attending last Wednesday's meeting were:

Gordon Gray, WIP Philadelphia; Ivor Kenway, ABC; Maurice B. Mitchell, BAB; Frank Pellegrin, Transit Radio; Victor Ratner, R. H. Macy; Ralph Weil, WOV New York; Lewis Avery, Ruth Morgan, Avery-Knodel; George Wallace, NBC; W. B. McGill, Westinghouse Radio Stations Inc.

Meeting with the committee to make preliminary plans for the film's New York world premiere were these New York City broadcasters: George Mayo and Joseph Creamer, WOR; Robert Patt, and Richard Swift, CBS.

The All-Radio Presentation Committee will meet again on Jan. 5, at the Broadcast Advertising Bureau offices.

DEMOCRATS

Place Time on NBC, ABC

DEMOCRATIC leaders will use facilities of two national networks —NBC and ABC—before and after Congress reconvenes in a "grass roots" campaign aimed at Democrat listening parties in counties and precincts throughout the country.

William M. Boyle Jr., chairman of the Democratic National Committee, announced last Monday that party leaders have scheduled broadcasts on NBC's *Pro & Con*, Friday (Dec. 30), 10:45-11 p.m., and on ABC, Jan. 4 (second day of the second Congressional session), 9:30-10 p.m. A large radio audience is expected for both broadcasts, Mr. Boyle said, since Democrats will gather at city and town meetings to hear them.

Sen. Scott W. Lucas (D-Ill.), Democratic majority leader, will deliver a progress report on the 81st Congress in Friday's broadcast. The Jan. 4 program, to include Vice President Alben W. Barkley, will be a radio roundup of political sentiment from all over the nation.

WALB From MBS to ABC

WALB Albany, Ga., will leave Mutual and join ABC effective Jan. 29, General Manager H. L. Tallman announced last week. Herald Publishing Co. is licensee of the 1 kw station. James H. Gray is president.

LEVER BROS.

Two Divisions Change Agencies

NEW advertising agency line up for two divisions of Lever Brothers was announced last week.

The Pepsodent Division of Lever Brothers (Pepsodent toothpowder and Pepsodent toothpaste) will be handled by Foote, Cone & Belding, New York, Henry T. Woulfe, president said, and the Rayve Home permanent will be handled by J. Walter Thompson Co., New York.

Needham, Lewis & Brorby, which has handled Pepsodent toothpowder and Rayve shampoo, resigned the account because of the impracticality of servicing the client from Chicago [BROADCASTING, Dec. 19].

At the same time, Warren N. Burding, president of the John F. Jelke Co., also a Lever affiliate, announced that Tatham & Laird of Chicago have resigned the Jelke "Good Luck" products account, because of the Lever Brothers move to New York. Mr. Burding said that no decision had been made on a new agency appointment.

Doremus Names York

E. HOWARD YORK III, head of the Doremus & Co. Philadelphia office, has been elected a vice president of the advertising agency. Mr. York joined Doremus in 1940 in the New York office.

CERAMIC CAPITAL OF THE WORLD

Wanna DRUM UP business?

• • • NOW ON THE AIR

WOHI serves 200,000 in Ohio, Penn. and West Va. with news, music and sports designed exclusively to the community interest. Programming is fashioned for the folks at Midland, home of Crucible Steel; for Columbiana County, leading apple growing county in Ohio; for Beaver County, Penn.—3rd largest industrial county in the state.

Coverage in Ohio, Pennsylvania and West Virginia . . . serving over 200,000.

•

In the heart of the ceramic industry of the world — famous for dinnerware, bricks, tile, hotel chinaware, sewer pipe.

•

A stable market with industry balanced by agriculture.

We'd like to do a little drumming for you. Soon?

Richard V. Beatty
Pres. & Gen. Mgr.

SERVING 200,000 in Ohio, Pennsylvania and W. Virginia.

WOHI

EAST LIVERPOOL, OHIO

Advertisers

(Continued from page 23)

for the first six months at least business activity and personal income will continue at high levels and that, in general, business conditions will be good. Our business should share fully in consumer spending that would be a part of any such favorable economic situation."

Bristol-Myers Co. believes "business for us will be good in 1950" and is "counting on it with increased radio and TV budgets," Vice President Robert B. Brown reported.

Mr. Brown

Pillsbury Mills is boosting its radio budget and keeping an eye on TV. Said Robert J. Keith, director of advertising: "1950 will be the sellingest year ever heard of. Those people in their hitting will hold their franchises. Of Pillsbury's total budget, 15% more will go into radio in the new year. Our recent purchases of CBS shows indicate how much we are increasing our radio budget. We are watching TV very closely. It is not a matter of asking *if* we will enter TV; it is *when* we will enter."

Colgate-Palmolive-Peet Co. lets the facts speak for themselves. R. C. Robertson, director of media, reported: "It is a matter of record . . . that we have renewed our five evening network radio shows and our two television programs; namely, *The Colgate Theatre* and the twice-a-week participation in the *Howdy Doody* show. Further, our extensive spot radio schedules are being continued and, in fact, augmented somewhat. Obviously, this means that the Colgate-Palmolive-Peet Co.'s business prospects for 1950 are on the optimistic side."

Mr. Cappelle

Mr. Gale

O. B. Cappelle, sales promotion manager of Miles Labs., said: "We expect to devote more money to both radio and television in 1950, which obviously means we expect to get a greater volume of business for ourselves. Both media have been very successful for us in the past, and will keep on being that way, I'm sure. We are now the tenth largest radio and television advertiser. Our 1950 budgets have been made up, but these are always subject to change for a reallocation when it is especially needed. We don't look for any kind of recession next year, and don't see any in the foreseeable future."

General Mills expects its 1950 radio expenditures to be approximately the same as this year's and its television budget to increase at least three-fold, according to S. C. Gale, vice president and director of advertising. The TV appropriation boost, he explained, is due to the fact that General Mills' sponsorship of the *Lone Ranger* television show did not start until Sept. 15.

Lever Bros. "plans no basic changes in present radio setup," according to J. E. Drew, associate director of public relations. He said the company's seven current radio shows and its first television program, *The Clock*, will be continued "and thorough study will be made of possible future expansion in television."

J. J. Lambert, assistant advertising manager of Gillette Safety Razor Co., said Gillette expects its 1950 business to "compare favorably" with 1949 and its advertising budget to change little if at all.

President R. N. W. Harris of the Toni Co. division of Gillette, said "our products as always will be supported by an extensive radio and print advertising campaign." He said "we are maintaining our current radio lineup and are investigating the possibilities of additional radio time." Television is being "seriously considered for 1950."

Mr. Piggott

Mr. Harris

Grove Labs plans "substantial" increases in both radio and television in 1950, according to Advertising Manager Robert J. Piggott. "Grove business prospects are brighter than ever before in history," he said, noting that the addition of Fitch and Antamine during 1949 has "made business almost triple previous years."

Block Drug Co.'s 1950 budget for Amm-i-dent and other products will be the same as 1949's, with "over a million dollars" going into network and spot radio, Advertising Manager George J. Abrams reported. The company has no plans yet for television.

American Telephone & Telegraph Co., sponsors of the *Telephone Hour*, is setting up a 1950 radio budget comparable to 1949's and has no present plans for TV.

In the automobile industry, at least three divisions of General Motors anticipate increased outlays.

C. J. French, Chevrolet advertising manager, said that on the heels of a record-setting year in production and sales the division's television and radio budgets "will be increased again, and we are contemplating a substantial program in both television and radio spots in regular programs. Oldsmobile Advertising Manager R. E. Gifford said "we expect to use radio as extensively in 1950 as we did in 1949" and that the TV budget has been increased "considerably." GM's Pontiac division was reported launching the largest advertising campaign in its history.

Kaiser-Frazer similarly was said to be planning increased expenditures in radio and television as well as other media.

Ford Motor Co. foresees no major changes in its radio and television appropriation in 1950, according to Gordon Eldredge, advertising manager of the Ford division. Spot radio and television will be used for announcements of the new Ford.

Chrysler Corp. did not disclose plans, but Vice President A. VanderZee pointed out that new Plymouth, Dodge, DeSoto and Chrysler models would be introduced in a few weeks and that dealer reports indicate "continued large demand."

United Artists, film distributors, expects to double its TV spending while maintaining radio appropriations at the 1949 level, according to Francis Winikus, advertising manager.

Assn. of American Railroads, sponsors of the *Railroad Hour*, will put approximately $1,000,000 into radio again in 1950 but has no plans for television, according to Vice President Robert S. Henry.

Mr. Henry

At least some of the airlines were said to be considering overall advertising increases, with an eye on television prospects particularly. National Airlines officials are studying a proposal which would approximately double their current budget, estimated at about $400,000 a year.

Most of the oil companies responding to BROADCASTING'S survey plan higher radio and television appropriations.

Shell Oil Co's Advertising Manager D. C. Marschner, expecting business to remain good but become "more competitive," said Shell's "radio expenditures will increase considerably to cover additional markets" and that the company plans "more experimental work in television."

F. H. Marling, advertising manager of the Pure Oil Co., said "our radio expenditure for 1950 will be greater than in 1949" and will include "some spots in addition to our *Pure Oil News Time* on NBC," plus "some television in certain markets."

R. M. Gray, advertising and sales promotion manager of Esso Standard Oil Co., said "it is likely that our expenditures for radio and television in 1950 will remain about the same as they were in 1949."

Mr. Gray

Mr. Nunn

Wesley I. Nunn, advertising manager of Standard Oil of Indiana, expected "an increase in our expenditures for radio and television, which for us are closely related both in our planning and in our budget." The increase, he said, is "due primarily to the fact that our 1949 television was confined almost entirely to the fourth quarter."

Ernest L. Hughes, Sinclair Refining Co. vice president in charge of sales, was "optimistic as to 1950 prospects" and said "our overall advertising budget has been increased 50%." He noted that Sinclair's radio and television advertising is handled on a local basis and that 1950 television contracts already have been signed for Washington and Philadelphia.

T. P. Mannion, advertising manager of Skelly Oil Co., said 1950 radio expenditures would approximate $400,000—about the same as 1949's.

B. F. Goodrich Co., tire and rubber products manufacturer, plans to continue its present television show, *Celebrity Time*, and expects rate increases and use of more stations to require a greater appropriation, according to F. T. Tucker, director of advertising. The company has no plans for network radio.

Officials of The Texas Co. reportedly would like to change the TV *Texaco Star Theatre* to a biweekly show in view of rising costs, but apparently haven't sold the idea to Milton Berle, star of the weekly program.

Among the watch companies, Bulova plans to spend around $4,000,000 on radio and television in 1950—approximately the same as of 1949.

Benrus plans expenditures of approximately $1,000,000 in radio and $500,000 in television, reflecting a "vast increase" in TV and a "slight decrease" in radio, according to Advertising Director Adrian Flanter. Unlike this year's campaign, 1950 plans call for advertising specific merchandise.

Mr. Flanter

Waltham's plans encompass the "most progressive watch company

sales and merchandising program in recent years," with total budget "substantially larger" than 1949's, Vice President Teviah Sachs asserted.

Gruen is set to expand its advertising budget "by a very substantial sum," will continue radio in major markets, and is laying out a television budget "approximately 400% higher than it was in 1949," reported Advertising Director Bernard M. Kliman.

W. B. Smith, director of advertising for Thomas J. Lipton Inc., said the tea and soup company will advertise "as vigorously as ever" in radio and anticipates a "modest expansion in television as conditions justify in selected markets where television rates are considered to be affordable and within reason."

Admiral Corp., with $110,000,000 in 1949 sales against $67,000,000 in 1948, is expecting a "banner year" in 1950 with overall sales exceeding $200,000,000 and has set up a total advertising budget of about $15,000,000, President Ross Siragusa reported. He said Admiral is now making more than 3,000 TV sets a day, expects to average one every 10 seconds in 1950, and also is counting on substantially increased sales of refrigerators and ranges.

Mr. Siragusa

Sears Budget

Sears, Roebuck & Co. pointed out that "the bulk of our advertising expenditures are made by our individual stores on a periodic basis and there is no yearly advertising budget set up for them. Each individual store's advertising expenditure is, incidentally, figured out on a sales ratio basis each period and the selection of the media to be used is left largely to the discretion of these stores."

The Borden Co. expects to spend more on television in 1950 and to maintain its radio budget at approximately the 1949 figures, according to Stuart Peabody, assistant vice president in charge of the food products firm's advertising.

Seeman Bros., tea and grocery specialties company, is raising its radio appropriation from $700,000 in 1949 to $800,000 in 1950, while boosting its television budget from $20,000 to $75,000, President Sylvan L. Stix asserted.

Beech-Nut Packing Co.'s Advertising Manager Ralph Foote reported that, at this time, "all I can say with any degree of certainty is that we will do more in 1950 than in 1949."

Ralston Purina Co.'s 1950 radio expenditures will be the same as 1949's, according to Joe V. Getlin, advertising manager.

President R. Vaughn Pierce said Pierce's Proprietaries Inc., with 1949 business considerably ahead of last year's and with greater increases in prospect, is "increasing our radio advertising" for the new year.

McKesson & Robbins, proprietary cosmetics firm, has used "and will continue to use spot broadcasts and television spots in certain markets," according to Advertising Manager D. C. Berry. Budgets are prepared on fiscal-year basis, starting July 1.

Zonite Products Corp. has not included radio or television in initial 1950 plans for its medicinal products but might add one or both during the year, said Assistant Advertising Manager W. C. Luzier.

Predicts 5% Increase

Another pharmaceutical manufacturer, a substantial user of spot radio, forecast a 5% increase in business during 1950 and said its radio budget would be increased to a total of $600,000 to $700,000.

Coco-Cola Co.'s 1950 plans have not been finalized but are expected to approximate those of the current year.

Falstaff Brewing Corp's 1950 budget similarly has not been completed but Advertising Manager Harold J. Jessen said radio appropriations would show little change from 1949 while the television outlay would be increased.

Dr. Pepper Co. will use spots except in selected markets, as was the general case this year, according to Advertising Manager A. H. Caperton.

Roma Wine Co.'s radio use "will probably be modest," principally involving spot advertising in selected areas, said Ken Pearson, general merchandising and advertising manager.

Canada Dry Ginger Ale Inc.'s advertising program is unsettled, with plans currently being made on a short-term basis, Vice President W. S. Brown reported.

Parker Pen Co. said its schedule does not include radio but that it is "watching developments in television closely," with continued testing of spot announcements in the Chicago market planned for the first few months of 1950. W. A. Sheaffer Pen Co.'s plans do not contemplate radio or TV during the first six months.

Mail Pouch Plans

Mail Pouch Tobacco Co's 1950 advertising expenditures will be about the same as this year's but no media breakdown is yet available, according to Vice President Monte Harris.

NBC ASSIGNS

Station Relations Staff

ANNOUNCEMENT of staff assignments of the recently split NBC and NBC-TV station relations departments was made last week by the network.

Under Sheldon B. Hickox Jr., newly-appointed director of the television station relations department [BROADCASTING, Nov. 14], will be Thomas E. Knode, former administrative assistant to the director of TV operations; E. B. Lyford, Stephen A. Flynn and Robert J. Guthrie, former members of the unified network station relations department.

Under Easton C. Woolley, who continues as director of the station relations department for AM broadcasting, will be Burton M. Adams, Norman E. Cash, Paul M. Hancock, William M. Kelley and Paul Rittenhouse. A. W. Kaney and Jennings Pierce will continue as station relations liaison for Central and West Coast Divisions, respectively. All of these men have been with the network in station relations and allied fields.

MUTUAL-MGM

Planning Program Series, Not Network Purchase

MUTUAL and Metro-Goldwyn-Mayer's radio division have been negotiating a possible deal for MGM to produce radio shows featuring its stars on the network, it was learned last week.

The negotiations, leaking out in unofficial form, prompted reports that MGM had been approached with the suggestion to buy the network. Preliminary conversations by MBS stockholders exploring possible sale may have been held, it was learned, but with no authority from the board itself. Hence, it was stated, reports of an impending sale were without foundation. Fact that MBS has rolled up $3,000,000 in new business indicates there's no prospect of sale.

On competent authority it was learned that Frank White, MBS president had approached Bertram Lebhar Jr., director of WMGM New York and head of MGM's radio production set-up, with a tentative proposal that the film company produce radio shows for MBS.

This approach was made some time ago, and was subsequently discussed by Mr. White with members of Mutual's board of directors at a Chicago meeting last week. No action was taken.

At the appearance of published reports of the proposed Mutual sale, Mr. White circulated a memo among employes stating that the network had engaged in "discussions with MGM regarding the possibility of some form of joint program production arrangement."

Mr. White said there was "nothing in contemplation which need give any member of our staff cause for concern from a security standpoint. I am most anxious that this premature report of preliminary discussions should raise no question in your mind as to the future of Mutual and of its staff."

WVAM ALTOONA

CBS

WARD JOHNSTOWN

FIRST

For Complete Coverage in Central Pennsylvania with top-rated CBS shows. 1000-WATTS FULLTIME.

FIRST

For the BIGGEST audience at the LOWEST cost. One of America's leading 250-WATT FULL-TIMERS.

Represented by Weed & Company

THIS group of industry executives assembled at the NAB District 17 meet held in Portland, Ore., Dec. 14-15. From (l to r): Arthur Gerbel Jr., KJR Seattle; Loren Stone, KIRO Seattle; Archie Morton, KJR; Harry R. Spence, KXRO Aberdeen, Wash.; James Morris, KOAC Corvallis, Ore.; Frank J. McHugh Jr., station representative, Portland; William McCready, KUGN Eugene, Ore.; Harvey Benson, Portland radio attorney, and Dick Newman, RCA.

FM HOURS

Protests Mount To Proposal

BELIEF that FCC would abandon its proposal to boost FM's minimum operating hours—or use it as a vehicle for a far-reaching hearing—developed last week in the wake of a flood of protests from FM broadcasters, including FM Inventor Edwin H. Armstrong.

The stack of protests filed at last Monday's deadline surpassed 75 aside from those submitted earlier [BROADCASTING, Dec. 19], as compared to less than a half-dozen outright endorsements of the plan.

Prof. Armstrong suggested that FCC hold a hearing "if only to determine whether the medicine which the Commission is proposing to administer to FM broadcasting will not kill rather than cure the patient.

"Increasing the expense of FM stations may very well encourage the AM networks to maintain their policy of discouraging FM and to make it easier for them to stifle FM by demonstrating to AM stations that their FM affiliates are only liabilities and are not going to turn into assets," he charged.

He said "the malady from which FM suffers has deeper causes than merely a limited number of broadcasting hours."

Tracing FM's history and FCC's decision to move it from the 44 to the 88-108 mc region after the war, he said past Commissions had jeopardized FM's future.

The facts, he said, justify an investigation "aimed at determining the true causes of the failure of the industry to bring the benefits of FM broadcasting to the public, and to determine what steps need to be taken at this late date to restore competition between FM and AM and thus realize the statutory purposes laid down by Congress."

Most protests against FCC's proposal charged that longer hours would mean greater operating costs at a time when FM revenues already are inadequate; that FM set circulation doesn't justify longer hours; and that the proposed rule's distinction between FM-only stations and FM-AM operations is discriminatory.

ABC was among the opponents.

NAB asked for a fact-finding hearing, asserting that "there is a very real possibility that the enforcement of the rule in its present form would work a real hardship on many FM broadcasters."

Outright support among comments filed last week came from WESC-FM Greenville, S. C.; KPFM (FM) Portland, Ore., and the American Communications Assn. ,The International Ladies Garment Workers Union, which controls FM stations WFDR New York, WVUN Chattanooga and KFMV Los Angeles, asked for modifications in the proposal, as did WRXW (FM) Louisville and Larus & Bro. Co., owner of WRVA and WRVB (FM) Richmond and WRVC (FM) Norfolk.

The proposed rule would require an FM-only station to reach 12 hours a day after two years on the air and an FM outlet with an AM affiliate to operate at least as long between 6 a.m. and midnight as the associated AM station [BROADCASTING, Nov. 21]. FM stations currently are required to operate six hours a day.

ERICKSON NAMED

Heads Y&R Radio-TV Dept.

W. RODNEY ERICKSON, supervisor of operations of the radio and television department of Young & Rubicam, New York, has been named manager of the department, Everard W. Meade, vice president in charge of the department, announced.

Mr. Erickson joined Y&R in March 1948, as producer-editor of *We The People.*

Networks

(Continued from page 31)

$10,495,000 below those of 1948.

The 1948 total network radio billings reached $198,995,642, the all-time peak.

By networks, the comparative radio billings were:

	1949	1948
ABC	$43 million	$44,304,245
CBS	63 million	62,265,105
MBS	19 million	22,728,802
NBC	63 million	69,697,590

[NOTE: 1948 figures are used with permission of Publishers Information Bureau. 1949 figures are BROADCASTING projections of PIB figures through the first 10 months of 1949.]

Another comparative measurement of network activity in 1949 and 1948 could be had from the amount of sponsored time rated by C. E. Hooper Inc. in the Dec. 1-7 period of the two years. [NOTE: This includes only those programs on the air during Hooper survey periods, although network shows broadcast outside those periods are comparatively few.]

The total weekly hours of sponsored network time, based on the Hooper reports, were:

	1949	1948
ABC	43 Hrs. 35 Mins.	49 Hrs. 45 Mins.
CBS	58 Hrs. 10 Mins.	61 Hrs. 5 Mins.
MBS	14 Hrs. 45 Mins.	31 Hrs. 10 Mins.
NBC	57 Hrs. 30 Mins.	60 Hrs. 45 Mins.

All networks increased the numbers of station affiliates in 1949. The following figures represent totals of affiliated as well as owned and operated stations:

Statements

	1949	1948
ABC	279	269
CBS	185	179
MBS	526*	520*
	501**	494**
NBC	172	171

* Daytime
** Nighttime

Statements of the presidents of the four networks follow:

Mr. Woods said:

"As the curtain goes down on 1949, the star of general business conditions is in the ascendancy. This, coupled with the more flexible programming planned for both radio and television by the American Broadcasting Co. in the new year ahead, is the basis for my high optimism concerning the outlook for this network in 1950.

"Despite the real challenge presented during the past year, I am extremely pleased to say that on a dollars-and-cent basis, the network did considerably better than we had anticipated. We had budgeted our operations with the expectancy that our radio business would be approximately equal to that of 1948 and that we would show heavy losses from video. This is what actually happened as shown by the earnings statement for the first nine months of 1949: Broadcasting revenues were up 1.4% over the comparable period a year ago. We did lose money on our television operations, but not as much as we had anticipated.

"We have spent about $7,500,000 to establish our owned and operated TV facilities in New York, Chicago, Detroit, San Francisco and Los Angeles and, in addition, more than $1,500,000 has been spent by ABC on sustaining programs. This is in keeping with our guiding precept: Establish top facilities and programming gains will follow apace.

"Despite the fact that ABC will show television billings, based on network as well as spot and local revenues, close to $2,700,000 for 1949 compared with about $250,000 for 1948, these revenues still will be less than our 1949 operating costs in TV. The gain in video billings in 1949 reflects the fact that ABC-TV has all five of its owned and operated stations on the air, whereas in 1948 only two were in operation.

"However, with all reputable business indices pointing upwards at year-end, and no slackening in consumer demand apparent on the horizon, indications are that 1950 may possibly be the best year ever for advertising. Television, because of its demonstrated high sales impact, and radio, because it is still the nation's greatest mass medium, should fare better than ever in 1950.

"Notwithstanding its ability to move goods, television, for years to come, will offer no real strength to challenge the coverage figure of radio. This, in 1950, radio will continue to represent by far the lion's share of broadcast advertising revenues.

"A hardy competitor, radio, even in cities where TV is extensive, is girding itself to meet video's impact. ABC, which has led in so many of radio's innovations also is in the forefront here. Among the steps which ABC has taken to make radio a more flexible advertising tool are its less-than-13-week plan of program sponsorship, the alternating sponsorship program and, most recently, the special tailor-made radio network covering TV cities. This has been offered video set manufacturers for advertising purposes, for ABC believes radio is the medium to tell their story.

"With all indications pointing to a substantial influx of television business and radio's flexibility making it more easily available to advertisers with small budgets, all signs for 1950 point to substantial progress toward reducing the operating losses currently shown by all television broadcasters and a continuation of the sustained high level of radio billings."

Mr. Stanton said: "In many respects 1949 was the most successful in the 22-year record of the Columbia Broadcasting System.

"In program popularity CBS occupies a position unique in radio history. In nighttime broadcast-

ing, latest Nielsen Ratings give Columbia 16 of the top 20 programs, while Hooper credits 9 of the top 15 to CBS. In daytime radio Columbia is also far in the lead, Nielsen crediting CBS with 10 of the top 15 programs and Hooper giving Columbia 7 of the top 10.

"Similarly, in television CBS today has more top-rated programs than any other television network.

"Time sales for both radio and television in 1949 were the highest in the company's record. Sales of television time alone increased more than ten-fold.

"Consolidated" Position

"1949 saw CBS also consolidate its position of leadership in network coverage. At year's end the Columbia Network numbers 185 radio stations, an increase from 179 at the beginning of 1949. The CBS Television Network today embraces 56 stations, more than doubling the 24-station CBS-TV Network at the beginning of the year.

"During the year, a number of notable additions were made to the program structure—Jack Benny, Edgar Bergen and Charlie McCarthy, Bing Crosby, Groucho Marx, Burns and Allen, Horace Heidt, Red Skelton, Garry Moore, Dick Haymes, Joan Davis and others. Al Jolson was signed to perform exclusively on CBS radio and television.

"Among the distinguished 1949 additions to CBS television were Ed Wynn, Fred Waring, Clifton Fadiman, George S. Kaufman, Abe Burrows, Herb Shriner, *The Goldbergs*, Faye Emerson, Ralph Bellamy, Peggy Wood, Peter Lind Hayes and Mary Healy, and others. Ken Murray was signed to start a new variety series in January 1950.

"Columbia has long had the largest creative program building operation in the broadcasting industry. Again this year, the success of Columbia-built programs—CBS's own 'package shows'—has been outstanding, both in radio and television. And once more the lists of top-rated programs are studded with such CBS-built shows as *Arthur Godfrey's Talent Scouts*, *My Friend Irma* and *Suspense*.

Favorite Programs

"Again long established favorite programs, such as *Lux Radio Theatre*—now celebrating its 15th year on the air—have continued to attract larger and loyal audiences.

"Columbia continued its leadership in programs devoted to the public interest—of which the radio series on the Hoover Commission Report and television series from the United Nations sponsored by the Ford Motor Co. received wide public acclaim.

"The Columbia Long Playing Microgroove record found greatly increased public acceptance during the year. Today all major record companies, with the exception of one, are producing LP Microgroove records, and with the recent announcements that RCA will soon market sets to play 33⅓ RPM records early next year, all major set manufacturers are providing equipment for playing the revolutionary LP record pioneered by Columbia.

"The cause of color television was again a subject of wide public attention when the FCC began exhaustive hearings in the fall in Washington. The excellent performance of Columbia's color system at these hearings, together with the surgical demonstrations over color television equipment designed by CBS, and conducted by Smith, Kline & French in a number of cities, brought into sharp focus the advantages of the system of color television in which CBS has pioneered. Disinterested observers, many of them industry leaders, and the thousands of physicians who saw these demonstrations, were virtually unanimous in their enthusiasm for Columbia's color system.

Expanded Plant

"In New York and on the West Coast, CBS expanded plant facilities for radio and television broadcasts. Augmenting the large New York television plant at Grand Central Terminal, an acre of floor space was acquired at 418 East 54th St., for belt-line production of scenery and sets. This new plant can produce 22,000 square feet of flat scenery and several hundred set pieces required weekly in New York. It also provides storage space for 100,000 square feet of flat scenery and 500 set pieces, and has two rehearsal studios and a television field and maintenace shop. Two more Broadway theaters were converted to television use and the entire Liederkranz Bldg. on 58th St., formerly used for radio broadcasts, was converted to television operation.

"In introducing Ed Wynn as star of the first major weekly television series to emanate from Hollywood, CBS helped launch the movie capital as a future world television center."

Mr. White said:

"We at Mutual have a continuing faith in the future of radio—a faith fortified by a constructive program to cope with the changing patterns of the industry. Mutual has always been a different kind of network, a factor of increasing importance in these times of business transition.

"Throughout 1950 and the years ahead, we plan to stress and emphasize these differences, which we feel will contribute greatly not only to Mutual's strength in the broadcasting industry, but also its effectiveness as a merchandising medium.

"These differences add up to a plus in dollars for the Mutual advertiser, a broader and yet more intimate service to our listeners. These differences enable us to offer a solution to the problem of radio budgets which must be stretched to help finance experiments in television. These differences give to the network a firm foundation to withstand the shocks and dislocations of this transition period, and are the basic factors that make Mutual confident of its future."

Mr. McConnell said:

"In 1949 NBC achieved the greatest gross income in its history from the sale of its radio and television network facilities. On the basis of this record and with our newly realigned organization, I am confident that NBC is in a favored position to meet the new challenges as well as the new opportunities which 1950 will hold for advertisers and their media.

"The continuing unsettled state of world affairs and the yearnings and strivings of the many who seek to perpetuate the present peace, tenuous as it is, will at the same time present new challenges and opportunities for the program planners of radio and television in giving enlightenment, information, news and entertainment to millions. Radio must develop still more ingenious and captivating fare for its listeners as television continues to close the gap between its technical perfection and artistic excellence.

"Radio in 1950 will more than ever be the most massive and economical of the advertising media while television will continue to offer more unique opportunities which have already been so well capitalized upon by forward looking advertisers. All in all, I am confident 1950 will be a good year for all of us in the industry who are nimble of foot and mind."

Upcoming

Dec. 31: Alfred I. duPont Radio Awards Foundation entry deadline.
Jan. 9: Deadline for George Foster Peabody Awards for Radio and Television.

RICHARDS CASE

Brief Filed Upholding FCC Jurisdiction

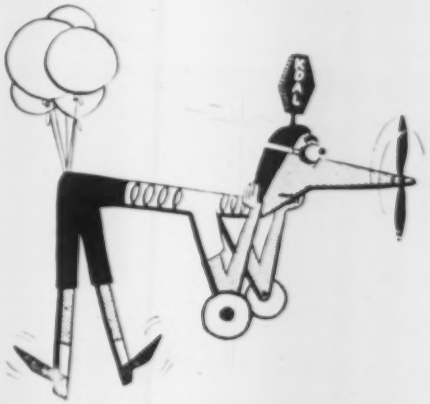
THE American Jewish Congress and the Jewish Community Councils of Cleveland, Detroit and Los Angeles last week filed a joint brief with the FCC, upholding FCC's jurisdiction to investigate news slanting charges against G. A. Richards, owner of WGAR Cleveland, WJR Detroit and KMPC Los Angeles.

The brief opposed Mr. Richards' previously filed petition challenging the Commission's jurisdiction to investigate program policies, and his application for renewal of the stations' licenses and for the transfer of their stock from him to a group of trustees.

The brief contends that FCC has power to investigate the program policy, service and qualifications of an applicant in order to apply the standard of public interest, convenience and necessity which must be satisfied before a radio license is issued or renewed.

HONEST INJUN . . .

DULUTH, MINN.—"Okay. So I'm a balloonatic. But it's the truth and nothing but the truth," asserts Otto Mattick as he views the Duluth-Superior radio picture. "KDAL dominates the audience in this rich market. I'll swear it on a stack of Hoopers this high." He's right. KDAL's continuing listener promotion, plus its own and CBS personalities keep this station way out in front. And that makes KDAL the medium to keep your clients way out in front in Duluth-Superior. Are we on the list for your next campaign?



Avery-Knodel can give you full details. Let them tell you how KDAL directs the Spend Ability of the Duluth-Superior Market. And how to direct it at your clients' products.

Station Outlook

(Continued from page 32)

bia, S. C., NAB director for medium stations, predicts continued or higher business activity in the Southeast as a result of good farm income along with new manufacturing plants, extensive rural electrification and absence of TV signals which in turn holds up the demand for AM and FM sets. He observes that the Negro population has an improved economic status.

Irving E. Rogers, general manager of WLAW Lawrence, Mass., is confident of increased business based on such signs as less unemployment, increased bank savings, new construction, and modernizing of retail outlets.

Robert T. Mason, general manager of WMRN Marion, points to new industries in North Central Ohio along with other expansion. He said holiday retail sales compared favorably with 1948 despite coal and steel strikes. He looks for a better year if radio can get a better share of enlarged retail advertising budgets occasioned by competitive factors.

Mr. Mason

Mr. Essex

General business will be good, and "business on our radio stations can be good but it will be up to us to make it so," said Harold Essex, vice president of WSJS Winston-Salem, N. C. He warns broadcasters to keep in mind "that results must be produced for the advertiser at the same time dollars are being produced for the broadcaster's till."

Charles C. Caley, executive vice president of WMBD Peoria, Ill., and NAB District 9 director, said the station looks for the first six months of 1950 to be as good as 1949. The year will be one of adjustments at WMBD but the station believes it will maintain and stabilize its volume. Operating costs are expected to be about the same as 1949.

Mr. Caley

Mr. Harris

Jack Harris, general manager of KPRC Houston, looks for autumn improvement to continue through 1950. "There is every indication, too, of national business remaining solid," he said, recalling that only local business remained firm last summer. "Major problem we face is an increasing cost of operation," he said, "which in this day of AM radio cannot be passed on in the form of increased rates."

I. R. L. Lounsberry, president of WGR Buffalo, expects a prosperous year, without sensational gains but a solid, substantial business. Radio is solidly entrenched in the business life of the community he said. "Competition is stronger but more healthy and improvement is sure to result."

Mr. Lounsberry

Mr. Strouse

Ben Strouse, general manager of WWDC Washington, expects a record year, with the AM station increasing from 250 w to 5 kw and transit business expanding week by week. Apparent revival in national spot "and return to AM of advertisers who have found TV too expensive" are encouraging, he said. Autos, cold remedies and many new products fighting for the consumer dollar are using radio, he observed.

George D. Coleman, general manager of WGBI Scranton, Pa., and NAB District 3 director, expects Scranton radio business to hold the 1949 level along with general business. Some industrial and retail expansion should aid employment. The station will observe its silver anniversary in 1950.

New products and a buyer's market will mean more advertising and more competitive effort to get the buyer's dollar, according to E. E. Hill, executive vice president of WTAG Worcester, Mass. With wages high and major strikes "fairly well behind us," he observes that inventories are low and the public views the future confidently. "Radio has many more and new successes to its credit," he said, adding, "1950 will be a good year for radio."

Mr. Hill

Mr. Bonebrake

Matthew H. Bonebrake, general manager of KOCY Oklahoma City, figures 1950 will be a good business year in the Southwest. Radio competition will be very keen in the larger markets, he predicted, "and there will be a tendency to lower rates. Stations showing increases will do so only through good sales and management supervision."

J. H. L. Trautfelter, vice president and treasurer of WFBR Baltimore, said radio is "surviving a severe test and doing well." He feels it will continue to do so, being a good medium for advertising at a reasonable price. General business will be good, he predicted.

Edward A. Wheeler, president of WEAW (FM) Evanston, Ill., who has Transit Radio and Storecasting, foresees AM growth in areas not fully exploited. Weeding out of FM'ers not doing a good job will benefit other FM stations, he said, and Transit Radio and Storecasting should continue to grow as hard-hitting merchandising aids.

Hugh M. Feltis, manager of KING and KING-TV Seattle, foresees further expansion of the Seattle-Tacoma market. "On KING we expect to double our business in 1950," he said, adding the TV station is doing "very well."

Mr. Feltis

Mr. Campbell

Martin B. Campbell, general manager of WFAA Dallas, said good regional business in 1949 more than offset the sharp drop in national spot. Network revenue also declined, he added. Mr. Campbell is not optimistic about national spot in the first part of 1950 but sees continued improvement in regional business. "TV has not made much of an impression as yet," he said. "However, with two stations in Dallas and one in nearby Fort Worth now operating, this may change in 1950."

W.F. Rust Jr., general manager of WKBR Manchester, N. H., anticipates an increase in business, with aggressive local programming "a successful antidote for strong network and television competition."

While retail business in Southern Wisconsin is off the overall 1950 prospects are good, according to Sidney H. Bliss, president of WCLO Janesville. He called attention to a slump in national network but called the outlook for national spot and dealer-distributor co-op encouraging.

Mr. Hubbard

Mr. Jarman

Stanley E. Hubbard, president and general manager of KSTP St. Paul-Minneapolis, said TV forced the sales staff to go out and do a selling job "with very satisfactory results. We have never really hit the potential on AM. If we were to lose half of our AM audience to television, AM on the major stations would still be a greater buy than any other media . . . I expect our normal AM business will possibly increase in 1950, 1951 and 1952."

Payroll stability in 1950 will help business, along with veterans payments, said J. Frank Jarman, vice president and general manager of WDNC Durham, N. C. Sales competition will increase advertising budgets and radio will get a good portion of the increase, he predicts.

Harry R. Spence, president of KXRO Aberdeen, Wash., and NAB District 17 director, foresees good business with the steel strike settlement and the price increase. He said the public has withheld buying in the belief prices would go down but the steel rise means higher prices for autos, refrigerators, ranges and general construction. Regional employment is high, he said, adding that the depression dip has ended and business seems to be headed upward.

Department and special stores are making more use of radio, said S. J. Schile, vice president and sales manager of KUTA Salt Lake City. Food items to be launched in 1950 offer a source of new business, he suggested.

Wiley P. Harris, director of WJDX, Jackson, Miss., foresees general growth in the area well beyond 1950. With a better crop year expected, and more spending money in circulation, "we should come through with a good year if national business holds up," he said.

Mr. Harris

Mr. Esau

In Tulsa business prospects are described as "great" by John Esau, vice president and general manager of KTUL, who predicts the area "will continue above the national level."

General prospects in the Montgomery, Ala., area are good, said Howard S. Pill, president of WSFA, who calls attention to extreme lumber and cattle activity. Radio salesmen in the five-station city are over-soliciting, a fact he described as "distasteful to many retail buyers of radio time and no doubt will drive some of them completely out of the medium."

Gustaf Brandborg, commercial manager of KVOO Tulsa, is another Tulsa optimist. He expects business to be good in the Southwest with possible leveling off in some lines and in some areas. He feels there is every reason for optimism and station schedules for

1950 are well set, many on an increased basis.

C. Robert Thompson, station manager of WBEN Buffalo, declared that "because radio is still the No. 1 mass communications medium, we feel that radio can and will develop new clients, thereby holding its present income level." Industrial and retail gains are possible, barring strikes, he said, and referred to the market's industrial diversification.

Local and national advertisers will get back in stride in 1950 after pulling in their belts a bit in 1949 because of recession fears, according to Virgil Sharpe, assistant manager of KOIL Omaha.

The Upper Midwest should enjoy excellent general and radio business next year, in the opinion of Robert R. Tincher, vice president of WNAX Yankton, S. D. Per capita income is high in this farming area, aided by continued and possibly increased government support, he reminded.

Richard H. Mason, general manager of WPTF Raleigh, N. C., is on the optimistic side as building activity runs high along with retail sales volume. Regional growth is reflected in an increase in the number of new distributing warehouses and branch offices.

Mr. Mason

Mr. Scott

Clyde Scott, general manager of KECA Hollywood, anticipates increased local and national spot business, with local radio less affected by TV because video campaigns of local accounts will come out of special budgets.

General business should remain good in Central California, with a possible slow downward trend, according to Paul R. Bartlett, president of KFRE Fresno. Increased competition, he felt, will hurt some small independents.

James E. Gordon, general manager of WNOE New Orleans, looks for improvement in local as well as national radio advertising as more advertisers become radio conscious. With demand for goods and services still high, he looks for a good business year especially as lower prices stimulate sales.

Mr. Gordon

Mr. Webb

Frank V. Webb, general manager of KFH Wichita, Kan., said the area has grown "phenomenally" and predicted a general upward trend in business. Home building, transportation and utility developments are important factors.

Business in Central Florida will improve, according to Harold P. Danforth, vice president and station manager of WDBO Orlando, if the citrus industry solves internal problems. The tourist season looks like a good one, he added, and most business owners are optimistic.

Robert H. Swintz, general manager of WSBT South Bend, Ind., looks for a good year but added, "The breeze through the transom has stopped and salesmen have once more gone to work. 1950 should be better than 1949."

"We are confident that radio will continue to expand and offer greater service," said Carl E. George, vice president and general manager of WGAR Cleveland, "but it will take more shoe leather. Income will be derived from more sources, a healthy condition."

Mr. George

Mr. Sill

In the Milwaukee area, according to Jerome Sill, commercial manager of WMIL, the increase in number of AM stations has greatly improved the acceptance of radio as a local medium and "has virtually eliminated listening to Chicago stations. Greater acceptance of independents by national advertisers and better local acceptance add up to optimistic forecasts for 1950."

C. E. Denny, general manager of WERC Erie, Pa., believes business generally "will show an increase if strikes do not hinder. Population increases and a desire to sell make advertising a necessity. We will try to get our share."

Lester W. Lindow, general manager of WFDF Flint, Mich, also noted increased interest in radio on the part of local and national advertisers and observed that good auto industry prospects indicate the 1949 record payrolls will at least be equaled in 1950.

"Unless much stronger emphasis is placed on the value of summer radio by the entire industry I expect a drop in radio billings next summer," said Wallace E. Stone, manager of KILO Grand Forks, N. D. Hard selling next fall may bring 1950 sales close to the final months of this year, he said. Consumer cash will be plentiful in the Red River Valley, he predicted.

Prospects are good in the Roanoke, Va., area, in the opinion of Ray P. Jordan, manager of WDBJ, with high activity in railroading, steel, textiles and agriculture.

Simon Goldman, vice president and manager of WJTN Jamestown, N. Y., sees better general business and increased sales for radio, especially in retail and service advertising. A number of new brands of beer are entering the market, he said.

Mr. Goldman

Mr. Dillon

Robert Dillon, vice president of KRNT Des Moines, looks forward "to an increase in national spot for 1950. General business should be good for the first six months, at least."

Little change is anticipated around Charleston, W. Va., by J. T. Gelder, general manager of WCHS. Some tapering off will be offset by increased appropriations in other fields, according to Mr. Gelder.

If any increase develops among various types of sponsors it will be in the local field, according to Leslie C. Johnson, vice president and general manager of WHBF Rock Island, Ill., and its FM and TV affiliates. He figures network will be off, with national spot affected by ratings.

Local programming and public service broadcasts are making radio increasingly effective in the Miami Valley, according to Ronald B. Woodyard, president of WONE Dayton, Ohio. High spending power should continue in 1950, he said.

"Manufacturers, distributors and retailers are as anxious to sell goods as radio stations are to sell air time," said H. R. Krelstein, vice president and general manager of WMPS Memphis. With general prospects looking good for 1950, he observed that "as long as radio can show results it need have no fear for revenue."

Mr. Fitzsimonds

Mr. Ludy

Optimism is running high in Kansas, according to Ben Ludy, general manager of WIBW Topeka, with radio and general business prospects looking excellent because of high farm income. "Sales will be tougher than in the past few years — consequently there will be additional advertising effort," he observed.

With high per capita wealth

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Station Outlook

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even a 1950 crop failure will not seriously curtail business in North Dakota, said F. E. Fitzsimonds, vice president of KFYR Bismarck. "Gazing into the crystal ball for 1950 looks encouraging," he added.

"The coming year will be the first in which time costs will approximate a program's Hooper or other rating," said Richard H. Wright, commercial manager of WLRD (FM) Miami Beach, Fla. The station is in the initial stages of storecasting, which Mr. Wright says "is more a point-of-sale medium than radio."

In the present state of the market, "with buyers doing the termmaking, the seller is going virtually all-out to sell, and probably will," said Leonard H. Higgins, manager of KTNT (FM) Tacoma, Wash. "With better merchandise now arriving and at a better price, the buyer will probably 'loosen up' and create continued good business."

C. P. Hasbrook, president of WCAX Burlington, Vt., declared farmers in Vermont and Northeastern New York, mainly milk producers, will continue to receive the same spendable income due to stabilized markets, prices and production costs. He said radio is benefiting from improvement in manufacturing, building and services.

More Advertiser Money

Advertisers will spend more in 1950 generally, in the opinion of S. Fantle Jr., president of KELO Sioux Falls, S. D.

David Carpenter, general manager of WCON Atlanta, predicts Atlanta radio buying will become more selective in 1950, with 11 stations and three TV outlets to be operating by mid-year and with more competition from other media.

"We are beginning to wear down the adverse newspaper and magazine publicity regarding the early demise of AM radio by better selling and programming," said Georgia Davidson, president of KIDO Boise, Idaho. Radio and general business prospects in the area are described as "very favorable."

R. B. Westergaard, general manager of WNOX Knoxville, Tenn., expects good business in East Tennessee, barring major strikes. Building activity, Oak Ridge developments and TVA construction are listed as favorable signs.

"Radio should increase due to concentration of sales efforts," said A. G. Meyer, station manager of KMYR Denver. He believes TV will get most of its money from radio (AM) budgets, but magazines should start feeling television's effect.

Entry of new stations in the past year or two "will automatically bring about an increase in the number of dollars spent for radio advertising," according to C. B. Locke, general manager of KFDM Beaumont, Tex. He does not figure this will be done at the expense of established stations.

Red Cross, commercial manager of WMAZ Macon, Ga., looks forward to a banner year in 1950, culminating expansion plans developing since 1938. Wartime growth has been retained, he said.

A. J. Mosby, president and manager of KGVO Missoula, Mont., said sales pressure by media is increasing. Business prospects are stable in Northwestern Montana, he declared, due to diversified economy.

Mr. Mosby

Mr. Howard

Barron Howard, business manager of WRVA Richmond, Va., comments that radio "is a limited facility so that general business can decrease substantially before radio gets hurt. I do not believe radio has even scratched the surface of available potential clients. I believe that business on AM will be good in exact ratio to intelligent and hard selling put behind it."

Overall improvement in radio and business is anticipated by Roy F. Thompson, president of WRTA Altoona, Pa., barring unforeseen work stoppage. He looks for quieting of the labor situation "and industry can settle down to regular production."

Harder selling, better sales organization will answer the question of what 1950 will produce, said E. J. Gluck, president of WSOC Charlotte, N. C. Continued growth in the Piedmont Carolinas indicates a good business year, he said.

Growth of Albuquerque to a city of 130,000 has meant higher revenues for KVER, said William T. Kemp, president, adding that television has been "a definite stimulus to AM revenues here." TV manufacturers, distributors and dealers are spending large sums on KVER to stimulate set sales, he explained.

Houston's Growth

Dave Morris, manager of KNUZ Houston, is looking for a big year as Houston's "terrific" growth continues. He called attention to a decided upswing in local radio business in late 1949 and anticipates a good year for national spot at KNUZ.

John S. Major, general manager of WREN Topeka, says the station is carrying on an institutional and radio educational program for local merchants "who have heretofore been ultraconservative in advertising." He looks for about a 5% increase in station local and national business.

A good business and radio year in 1950 is foreseen by Charles F. Phillips, vice president and commercial manager of WFBL Syracuse, N. Y. He believes radio is still securing "far too small a share of the retailers expenditures."

Radio advertising will continue its upward trend in the area, in the opinion of R. Sanford Guyer, vice president and general manager of WBTM Danville, Va. He terms general business prospects in the area "very bright."

William C. Grove, manager of KFBC Cheyenne, Wyo., offered this formula, "If we follow Maurice Mitchell's (BAB director) suggestions, and if NAB supplies BAB with the funds it should have, and we learn more about the retailer's problems, his business, and if we do a more intelligent job in helping these retailers, we can steadily each year increase the advertising revenues from these retailers." He feels radio should approach, in five or 10 years, the dollar volume spent by retailers on local newspaper advertising.

Wilt Gunzendorfer, general manager of KROW Oakland, Calif., said, "AM radio looks good for 1950 due to the unusually strong AM spot interest in the national field. General business conditions should hold firm if strikes are held to a minimum."

Daniel C. Park, general sales manager of WIRE Indianapolis, predicts AM will have a sizable increase from local merchants in the market, with national spot topping 1949 by 5% to 7%. He sees definite gains for radio and business as a whole.

Earl W. Winger, president of WDOD Chattanooga, Tenn., expects general business to be at the present level in the first half of 1950, then drop possibly 10% to 15%. WDOD, he said, expects to maintain its level by aggressive selling and will offer FM as a bonus.

Len C. Nasman, sales manager of WFMJ Youngstown, Ohio, said the station moves from 250 w to 5 kw in 1950, losing many small advertisers but switching to clients seeking greater coverage. Thus far the station is shooting at a 30% increase in 1950. With added expense, including a 50 kw FM operation, the station is curtailing where possible to offset higher technical expense.

Representatives

(Continued from page 30)

next year on the local and national levels. Among stations represented by his firm, he expects a 5% increase in AM and a 10% enlargement in TV accounts. He feels that operational expenses will increase by 7½%, but that general business will undergo a 5-10% boom.

J. J. Weed, a partner in Weed & Co., New York, thinks that automotive, TV and radio set manufacturers, watch and tobacco companies will aid the national radio picture. He expects AM to stay about the same, and TV to grow. General business will maintain its status quo but operational expenses in radio will increase by 5-7%, Mr. Weed predicts.

Boston Outlook

Bertha Bannan, owner of the firm bearing her name in Boston, sounds an optimistic note for the future of both AM and TV. She thinks "1950 will see a gradual leveling off of predictions that AM radio is doomed."

Elmer Kettell, partner in the firm of Kettell-Carter, Boston, states that radio and general prospects in that area for 1950 are, "very good." He predicts that the new year will see an increased revenue for radio both locally and nationally. FM will remain unchanged while TV will increase with all types of sponsors expanding their AM and TV budgets. He feels that this enlargement will come in spite of the fact that general business will remain the same.

A rosy new year for broadcasting is anticipated in San Francisco. Don Staley, manager of the local Katz Agency Inc. office, believes the increase he foresees for AM in 1950 will come principally from food accounts. He hopes that the cost of radio will come down as a lure to advertisers, to balance the "healthy" competition of television. Says Mr. Staley, "There is still a vast radio audience available in both TV-radio and radio-only homes. I think general business will increase in 1950."

"In our contacts with the agencies in this area," says W. S. Grant, president and general manager of W. S. Grant Co., San Francisco, "we have been advised that in almost every case appropriations will be as large or larger in 1950 than in 1949." Mr. Grant thinks secondary markets will benefit from the upswing in revenue next year on a national scale. Television will increase, FM remain constant, while local business will be harder to get for AM stations, he thinks. Operational expenses will increase 10-15%, and general business will go down by 15-20%. However, food, drug, auto, beverage and appliance accounts will make 1950 a year to look forward to, Mr. Grant says.

From the offices of John Blair & Co. and Blair-TV Inc. in San Francisco, Lindey H. Spight, vice president, predicts a good broadcasting year in 1950. He feels that radio nationally will profit from expanded national and large regional accounts. An increase in AM and TV operations is expected.

Firm believer in a heavy year of spot radio during '50 is Harold Hoffman of the San Francisco Branch of Forjoe & Co. "Radio for at least the first part of 1950, from all appearances, should increase

percentagewise from its present position both locally and nationally, he says. Specifically, Mr. Hoffman anticipates a bigger year for overall radio, with AM revenue up 5%, TV up 15% and FM down 10%. He believes that national and regional advertisers will expand their radio budgets and that general business will increase by 5%. A slight (3%) rise in radio operational expenses will result.

The San Francisco office of Free & Peters Inc., through its spokesman, A. Leo Bowman, Pacific Coast manager, feels that AM will increase 10% next year, and television 50%. The overall and national radio picture looks good to Mr. Bowman, who predicts expansion in food, drug, travel and auto accounts. A 5% increase in general business also is predicted by Mr. Bowman.

"1950, at least for the first six months, should be as big if not bigger than 1949," according to David H. Sandeberg, Pacific Coast manager of Avery-Knodel Inc.'s San Francisco office. He anticipates increases on a local level in radio and television, with FM staying at its present level. Rises will come, in Mr. Sandeberg's opinion, from advertisers in nearly all classifications, retail, food, drug, automotive and appliances leading.

Los Angeles Outlook

The majority of spokesmen in Los Angeles feel that 1950 will be a good business year for radio. A slight majority of station representatives in this area look for an increase in the overall business set-up with the remainder expecting it to stay about the same as it was this year.

Lawrence B. Krasner, vice president and Pacific Coast manager of Forjoe & Co. in Los Angeles, notes that the increase in radio business will come on a national rather than local level. He expects a 5% increase in AM business for the stations his company represents, with FM remaining constant and TV taking a 20% jump in business. Radio operational expenses will go up 7%, and general business will show a 3% increase in 1950, according to Mr. Krasner.

The West Coast manager of George P. Hollingbery Co., Harry H. Wise Jr., believes that AM volume will be up as much as 10% with a like upsurge in TV dollars. These increases will come mostly from food, large appliance and car dealers. This will be offset, to some extent, by a 5% increase in operational expenses, but general business will increase proportionately, he says. In all, the outlook is good, according to Mr. Wise. He sees consistently good business on the West Coast for the next three or four years because "the goods are available—the consumer's dollar is available—radio will be the catalyst that will complete the cycle and get the job done!"

Mr. Wise

A leveling off of business generally is expected by Harold Lindley, Los Angeles manager of the Headley-Reed Co., with both AM and operational expenses remaining the same and TV increasing slightly. Western advertisers have expressed a definite interest in Eastern markets, leading Mr. Lindley to believe that "Los Angeles business for out of town stations is scheduled for an increase next year." Spot radio also will go up as a revenue producer, he says.

Hasbrook's Views

Food producers and dealers will be the type of sponsor most important in increases in radio and TV volume in 1950, according to Richard I. Hasbrook, Los Angeles manager for Avery-Knodel Inc. He predicts a conservative 5% rise in AM volume, a decrease in FM, with TV going up 100%. Operational expenses he expects to go up only 2% while general business will undergo a 10% rise. This general optimism is predicated on the fact that the trend toward a "day-to-day" basis on the part of seasonal advertisers in their long range plans and operations has been reversed, and next year, "national spot advertising placements from the Los Angeles area will exceed those of 1949," according to Mr. Hasbrook.

Lee F. O'Connell, president of Lee F. O'Connell Co., Los Angeles, forsees a prosperous year for radio and general business, providing labor and governmental policies become more stable. A bigger and better year for both radio and television, with the latter up as much as 50% is predicted by Mr. O'Connell in his area on the basis of the probable expansion of regional advertisers into wider or national markets. FM and radio operational expenses are expected to vary only slightly, and a 5-10% increase in general business is predicted.

Mr. O'Connell

Mr. Coveny

Less optimistic is Carleton E. Coveny, vice president and manager of the Los Angeles branch of John Blair & Co. Mr. Coveny believes that the first half of 1950 will find, "buying and buying power . . . maintained." After that a slight falling off may occur, but he looks for "1950 to average out as an excellent year for business and advertising." All sponsors

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RCA TUBES ...
the standard of comparison
8008
RCA RADIOTRON ELECTRON TUBE
Low-cost operation and long trouble-free service are basic features of all RCA mercury-vapor rectifiers
• For your convenience, RCA tubes are available from your local RCA Tube Distributor or directly from RCA.
The Fountainhead of Modern Tube Development is RCA
RCA RADIO CORPORATION of AMERICA
ELECTRON TUBES HARRISON, N.J.

Regionals, Groups

(Continued from page 30)

their successful radio campaigns which assure them the mass coverage and saturation which only radio can deliver. In 1950 I believe television will be 'in addition' to rather than 'in place of' other media."

The major auto appliance, food and drug firms are listed as pertinent factors in the bigger business year predicted for AM in 1950 by Bob McRaney, general manager of the Mid-South Network stations. Another factor, he maintains, will be the need for manufacturers to catch up on demands for products by doing more promotion and advertising to keep volume up.

"We anticipate small increases in all the areas we serve," Mr. McRaney said. "Farm and dairy products will still bring high prices. Industries are moving Southward and our stations are improving sales approaches and tapping new sources of income each year. Banks still reflect heavy deposits and we see no reason for decrease.

In the Rocky Mountain area, Lynn L. Meyer, vice president in charge of sales of the Intermountain Network, backs up the generally optimistic outlook for AM and points out that two TV stations will share in an overall 15 to 25% increase. He expects heaviest sponsorship to come from automobile concerns, finance banks, food processors, appliance manufacturers and dealers and department stores.

Mr. Meyer also stated: "Our billing on Intermountain Network has shown substantial increases each month during 1949. We are certain that we will continue to show even greater increases during 1950. We are meeting increased competition from all media by improving all departments, especially our sales department. We feel that there is plenty of business available but we must work longer and harder to get it."

Mr. Meyer

Mr. McAndrews

Broadcasters are just beginning to "realize the worth of the scientific advice of BAB and to use its excellent sales aids in growing new business crops, hitherto untried," in the opinion of Robert J. McAndrews, managing director of the Southern California Broadcasters Assn. Mr. McAndrews said his organization, doing on a smaller regional scale what BAB is doing nationally, has increased in membership this year to an all-time high of 46, "primarily because it is supplying usable information and ideas to stations and is presenting to Southern California prospects the solid worth of broadcasting as a medium."

Predicting a bright overall selling picture for radio, Mr. McAndrews also declares that the potentialities of radio as a productive medium have not been exhausted. He said: "Scientific selling will convert them into actualities. I believe that the concerted sales efforts of BAB, SCBA and similar associations, plus the use of harder and more factual selling by stations, will result in improved sales in 1950 whatever the course of general business conditions."

In the Southwest, automobile, appliances, and food retailers are indicated as the types of sponsors expected to give radio its heaviest increase in revenue in 1950.

Parallel views are held by Gene E. Cagle, president and general manager of KFJZ Fort Worth and president of the Texas State Network, and Howard H. Dunavan, general manager of the Lone Star Chain with headquarters in Dallas. Stating his view on general business prospects in his area for 1950, Mr. Dunavan said: "Looks good."

Mr. Cagle

In the Great Lakes area served by the Arrowhead Network, a 35% increase is predicted for AM by Martin E. Smythe, manager of Arrowhead's Minnesota Group and national and regional sales manager for the entire network. At the same time, Mr. Smythe looks forward to a general business increase of 8% and a 15% increase in radio operational expenses.

Stating that the area has never had "real merchandising radio" until last Sept. 1, Mr. Smythe said such service has caught on by leaps and bounds. "The service is also being noted in the national field," he continued, "and we believe the Twin Ports (Duluth-Superior) will be an exception in the percentage increase in 1950. To introduce this service our costs of operation are increasing but with increased gross we can well afford to do our best job . . ."

Robert F. Laws, Western Division sales manager for ABC, said the picture for the network's western division is one of the most encouraging in recent years, both in AM and television. Predicting 1950 general business to be at or above the 1949 level, Mr. Laws said standard broadcasting will continue to be the fastest, most economical method of reaching the mass Western market.

"Growth of ABC Pacific billing in the last 12 to 18 months has been dramatic and the trend is continuing strong through 1950," Mr. Laws stated. "In television, 1950 definitely promises, as was 1949, to be another 'biggest year' in TV history. With ABC's two owned and operated stations in the West, KECA-TV in Los Angeles and KGO-TV in San Francisco, ABC will definitely become one of the most dominant factors in Western television," he concluded.

Mr. Laws

Mr. Norton

Looking back on what ABC's Central Division calls an "interesting and satisfactory year," John H. Norton Jr., Central Division vice president, said network business had held well and the network's WENR Chicago has enjoyed one of its best years in its history. "Both spot and period business has been excellent," he said, "and during 1950 I feel we will undoubtedly enjoy the success that we've had in the past year.

"We in Chicago will continue to follow the network policy of pursuing advertisers who have a limited budget for AM and TV. We will accommodate such advertisers in a manner dependent on their needs. I feel sure sponsors will use TV as a sales medium during 1950, and it will be their support coupled with the support of the viewing public which will not only make WENR-TV its biggest year to date but for a like success for all television stations," Mr. Norton concluded.

The fact that national business has taken an upturn and that advertisers are no longer facing the insecurity so prevalent last spring and summer seems to General Manager Merle S. Jones of KNX Los Angeles and the CBS Pacific Network to be the basic factor for predicting an increase in all phases of advertising activity.

Mr. Jones

"Prospects for the first quarter of 1950 on the CBS Pacific Network seem to be at least as good as for the same period in 1949," Mr. Jones said, "and there is an excellent chance that they will surpass it. I think that trend may even continue throughout the first half of the year."

Frank B. Falknor, assistant to the CBS Central Division vice president and general manager of WBBM Chicago, stated that commercial activities at CBS Central Division have been steady in each cycle of the 1949 business year, and compare well with the last three years. "Indications, judging from my own observations as well as those of our account executives, are that 1950 will prove to be even more successful than 1949."

Commenting on the new year's business prospects, Carroll Marts, manager of Mutual's Central Division, said: "It is heartening to see the year 1949 close on an upswing in business, and there is every indication that the radio picture will continue in a healthy position in 1950. A careful scrutiny of expected 1950 broadcasting expenditures seems to indicate little if any reduction and very possibly a gradual increase of these expenditures. On this basis, therefore, 1950 should be a good year for radio in the Midwest."

It's impossible to be anything but bullish on the prospects for both radio and television in 1950, according to Sidney N. Strotz, administrative vice president in charge of the NBC Western Division. In his opinion, the record of the past year shows how poorly grounded fears were.

"In the first place," Mr. Strotz said, "television hasn't hurt radio; NBC has been practically sold out for the past year, and two newly sponsored programs, *Screen Directors Playhouse* and *The Halls of Ivy*, are giving us a good send-off into the new year. As for television, red ink is giving some indications of turning to black at some time in the predictable future. Our Hollywood TV station, KNBH, is now selling shows where, only a few months ago, it was selling spot announcements; and the demand today is for more elaborate programs than we would have thought possible a short time ago. I see no reason why this condition should not continue through the coming year, which in my opinion, will be one of the busiest in the history of the industry."

Mr. Strotz

Mr. Showerman

The same note on both AM and TV is sounded by I. E. Showerman, vice president of NBC's Central Division. Mr. Showerman says he gets optimistic points of view from all the agencies and advertisers generally with whom he deals. He points out, however, that expenditures will be watched carefully but sees no indications of a lessening of the sales effort for radio. "It still seems that the vast bulk of television money will come from separate allocations, rather than from radio budgets," he said.

"From the local angle," Mr. Showerman stated, "there is more and more interest in television from advertisers new to broadcasting. This is especially true of the firms dealing with style and fashion items, which is very salable on TV. Demonstration, of course, makes TV a sales tool with a wallop."

DECEMBER 26, 1949

TELECASTING

A Service of BROADCASTING Newsweekly

gentlemen,

THE PRESS...

with praise!

DESPITE THE DIFFICULTIES which any new venture faces, few, if any, stations have received the praise that WOR-tv has during the past three months. Here, for instance, is a trio of garlands tossed toward it by some of its most discerning critics:

"APARTMENT 3-C"—"15-minute domestic comedy show now aired three times weekly on WOR-tv, is one of the most easily-liked programs on that new station."

VARIETY

"20-QUESTIONS"—"Here's a case of a simulcast which captures the great spirit of the AM show and makes good viewing."

VARIETY

"WHAT HAPPENS NOW?"—"a show that should excite widespread interest and inspire a flock of imitations because it makes possible high quality entertainment at exceptionally low cost . . ."

RADIO DAILY

We could go on, but the basic point is this . . . WOR-tv was founded on the principle that television need not be expensive; that good, audience-building showmanship is not just décor but essentially *ideas*. WOR-tv, like its sister station WOR, is essentially an *idea* station, built and programmed on the basis that has made WOR one of the greatest stations in the world.

WOR-tv

on channel 9,

in New York

What's New in Television? **Take a Look at WPTZ!**

The Story of the Popcorn that didn't pop!

YOU'VE probably heard of the Handy Man show on WPTZ. Sponsored by Gimbel Brothers, it's the oldest commercial television program on the air anywhere.

In any case, a few Friday nights ago the Handy Man demonstrated among other things a new electric corn popper. That is, he tried to, but instead of exploding into a fluffy white mass, the kernels neither snapped nor popped as they did in rehearsal : : : they just lay there and sneered.

It was a nightmarish situation even for as seasoned a performer as the Handy Man. Finally he called a halt to the demonstration and bluntly told the television audience not to buy the popper until he could show them that it worked and worked right.

As a result, two things happened—first, quite a few people disregarded the Handy Man's advice and bought the popper anyway. Second, the makers of Seazo Popcorn Oil called up after the show and suggested their product as the solution to the Handy Man's troubles.

The following show the Handy Man tried the demonstration again and it worked like a charm. The next day, Gimbel Brothers sold over 300 of the poppers at $8.35 each! Moreover, 75% of the shoppers demanded the Seazo Popcorn Oil!

Everybody was very happy, particularly the Seazo Popcorn Oil people. Here is what Adrian Bauer, advertising agency for Seazo, had to say about it: "What makes this remarkable is . . . the fact that an adjunct to the main article being sold was *so carefully watched by the viewing audience* that they demanded the popcorn oil right along with the popper."

That gets us down to the point of this story: Philadelphians, who make up the second largest television audience in the country (over 300,000 sets), watch WPTZ programs with an eagle eye. If you would like them to give equal attention to your product or service, call us or get in touch with your nearest NBC Spot Sales representative.

PHILCO TELEVISION BROADCASTING CORPORATION
1800 Architects Building • Philadelphia 3, Penna.
Telephone: LOcust 4-2244

WPTZ **FIRST IN TELEVISION IN PHILADELPHIA** NBC TV-AFFILIATE

This advertisement appears in TELEVISION MAGAZINE—*December, 1949 and* BROADCASTING—*December 26, 1949*

A Service of Broadcasting Newsweekly

TELECASTING

National Press Bldg. Washington 4, D. C. | DECEMBER 26, 1949 | BROADCASTING, Telecasting $7 annually, 25c weekly

NETWORK STATUS

Yearend Roundup

'49 Billings Total Over $10 Million

NETWORK television in 1949 survived the debilitating chills of the FCC ice age to expand robustly in billings and facilities.

From an unknown but comparatively negligible income in 1948, the four television networks ended 1949 with total billings estimated by BROADCASTING at $10,400,000. None of them less than doubled the number of its affiliated stations.

The year 1949 saw network live telecasting break out of its previous confinement to the eastern states and begin its inevitable spread across the land.

The coaxial cable connection that was completed last Jan. 11 linked the East with the Midwest. Subsequent development of AT&T facilities enabled telecasters to deliver live network programs to the populous cities throughout these areas.

No network was near the breakeven point financially, but the healthy gains in billings during the year gave evidence that network television is growing at a rate to encourage optimism.

Gross Billings

No reliable figures are available as to gross television network billings in 1948, but the most charitable estimate does not exceed a total for the four networks of $800,000.

In 1949, according to a projection by BROADCASTING based upon Publishers Information Bureau calculations that are not yet complete for the year, the gross billings by the networks shaped up as follows: ABC $1,200,000; CBS $2,750,000; DuMont $900,000 and NBC $5,500,000.

These billings by no means matched the operating and construction costs. ABC's President Mark Woods said the network billings plus local and spot television billings did not equal operating costs alone. Whether this situation applied at other networks was not officially known, but the supposition was that it was so with at least three and probably all of them.

At the end of 1949, network television had reached virtually the limits of its expansion—as far as facilities were concerned—until the glacial FCC relieves the freeze that has been in effect for more than a year.

Present Status

The vast majority of stations granted construction permits before the freeze are already on the air, and within a few weeks almost all will be. That will mark the end of television facilities expansion until the FCC reopens the door.

At the year's end the comparative figures for network affiliation were as follows [NOTE: Many stations have contracts with more than one network, which accounts for the fact that the total affiliates of the four chains far exceed the total of stations on the air]:

	1949	1948
ABC	52	20
CBS	56	24
DuMont	53	5
NBC	55	24

Commander Mortimer W. Loewi, director of the DuMont Television Network, the only network exclusively devoted to television, issued the following year-end statement on the progress of his company (for comments of other network presidents on television see page 31):

"Television's continuing forward movement through 1950 depends upon two factors," Commander Loewi said.

Mr. Loewi

"First and most important, is FCC action ending its freeze on license. Within a few weeks, all cities for which licenses have been issued will have television service, yet these cities number only 59. Groups in many communities in every region are eager to give their communities service but are forestalled by the 'freeze,' which must be lifted before the industry can go ahead.

"Scarcely less important is the need to devise ways and means to

(Continued on Telecasting 17)

SARNOFF

Yearend Roundup

Sees Further TV Strides in '50

PROSPECT of 20 million television receivers embracing approximately 75 million viewers will become a reality in five years—by the end of 1954—Brig. Gen. David Sarnoff, chairman of the board of RCA, reported in his annual yearend statement.

Gen. Sarnoff

Gen. Sarnoff described 1949 as a "good" year for the radio-television industry and said 1950 holds equal promise. "Television shook off its adolescence and came into man's estate during the year," he said.

Tracing television's impact on the entertainment habits of Americans, Gen. Sarnoff noted a comparison between the 3,700,000 TV sets and 61 million radio sets currently in use and asserted that "eventually every radio home should be a television home."

No longer accepted as just a novelty but as a service of "untold potentiality" television gives promise of continuous improvement through new technical developments, Gen. Sarnoff said. Its strides as an advertising and marketing medium already are widely recognized, he added.

There are 98 TV stations on the air, Gen. Sarnoff pointed out, and "millions of people in areas still out of range . . . eagerly await the arrival of TV." RCA Victor will manufacture its millionth TV set in February, he said, and will turn out sets in greater numbers as increased mass production becomes possible.

He cited as outstanding achievements of 1949 the expansion of television as a service to the public; development of the RCA all-electronic, high-definition color TV system; introduction of the RCA 45 rpm record system, and other developments.

With respect to color television, Gen. Sarnoff emphasized that much experimental work, further engineering development and exploration of the radio spectrum will be necessary before color TV attains the present status of black-and-white television. Field tests of the RCA system now are being conducted in Washington, he pointed out.

Single Tube Project

Further progress is being made in RCA Laboratories in development of a single tube for use in color receivers, he reported. Another development is RCA's new field-type camera which will be ready soon for field tests.

"Perfection of this single color picture tube will greatly simplify the television sets of the future," Gen. Sarnoff said, "because in an electronic system it will replace the three tubes now necessary to reproduce the three primary colors and will make conversion of a black-and-white receiver for reception of color programs a relatively simple matter."

Cites Record Development

Gen. Sarnoff described RCA's new 45-rpm record system, introduced this past year by RCA Victor, as "new and revolutionary" and said it has modernized the phonograph. Sales of the new records had attained at yearend a rate equivalent to 20 million a year, he noted.

Referring to the challenge to television and the 45-rpm syster, Gen. Sarnoff declared that 1949's results confirm "commercially" public acceptance of "improvements and advances." He added:

"Now the motion pictures, theatres and even radio itself are confronted with a new art created by science within their own fields. They must meet the challenging newcomer and advance with it or take their place in memory as old-fashioned things that constituted entertainment not so long ago."

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STATION OUTLOOK

Yearend Roundup

'50 Will Be Banner Revenue Year

TELEVISION broadcasters are unanimous to a man in the belief that 1950 will be a banner revenue year for the industry—as a whole and for their individual stations—according to a yearend TELECASTING survey of the nation's near-100 TV outlets.

While all agree that TV business is on the marked upbeat, their unanimity ends there. When the surge of new revenue will enable stations to show a profit or at least break even, and how many will strike pay dirt for their prodigious investments is still anybody's guess.

The prime reason for this uncertainty: TV operational expense is almost sure to continue soaring next year, according to 64% of TV operators polled. They estimate cost increases ranging anywhere from 2% to 50%, with 10% most commonly quoted. Oddly enough, the percentage of TV broadcasters who think expenses will drop exceeds those who predict no rise by two to one. Twenty-four percent foresee a 2% to 20% decrease, and 12% no change at all. Average increase was placed at roughly 10%.

More For AM

Significant also is the fact that many TV broadcasters who operate AM affiliates look toward fattened tills for their radio-only operations. Total of 43.5% envision revenue boosts anywhere from 5% to 10%; 30.5% prophesy maintenance of present business; and 26% look for decreased AM profits.

Those broadcasters who think TV will cut into their AM profit, or at least reflect its sales impact, predict losses from 5% to 20%—with an average drop of 10%.

TV's new business will derive mostly from such sponsor-types as food, department stores, automotive, appliances (including TV sets) and breweries in approximately that order, telecasters believe. Other types include wearing apparel, tobacco, local store merchandise, drugs, furniture.

Most of this new business will be reflected on the overall level, and to a lesser extent on the local and national fronts, they feel. Some TV broadcasters see more business in national, regional and local, with emphasis on spot advertising.

Vary on General Business

They vary in their beliefs on the general business picture: 50% see no change, 42.9% think business will increase, and 7.1% see a downward trend.

Television broadcasters on the eastern seaboard, including thickly TV-populated New York City and Philadelphia, went along with stations in other sections in the belief that business generally will remain unchanged during 1950. Like other telecasters, however, they foresee an increase in operational expenses ranging from 5% to 20% because of video's voracious appetite for expenditures.

Yet each operator is optimistic and feels his own business will be very good. Typical is the opinioin of Donald A. Stewart, general manager, WDTV (TV) Pittsburgh, who looks forward to "even better programming and greater set sales." He noted local business has been "exceptionally good" and that advertisers are "more than pleased with results obtained" in WDTV's first year of operation.

WJZ-TV New York expects an increase in video business in 1950—locally and overall—but resultant added personnel will probably skyrocket TV operating expenses roughly 50%, according to Murray B. Grabhorn, general manager, WJZ-AM-FM-TV. Outlet expects to bring department store, automotive and food accounts into the client fold.

Mr. Grabhorn

Hard goods manufacturers, distributors and dealers should be the source of added revenue for WBZ-TV Boston, according to L. R. Rawlins, station's industrial relations manager. Simultaneously WBZ's AM business should record about a 6% revenue jump. In addition, WBZ-TV operational costs may come down as much as 10% in 1950, Mr. Rawlins feels.

Other eastern telecasters replying to the TELECASTING survey generally agree that television costs would rise from 5% to 7%. A slight majority think AM revenue will go up correspondingly. All agree, in any event, that their TV prospects spell rosy optimism. These telecasters include Donald W. Thornburgh, president, WCAU-AM-TV Philadelphia; Theodore C. Streibert, president, WOR-AM-TV New York; James Milne, general manager, WNHC-AM-TV New Haven, and A. D. Schrott, manager, WJAC-TV Johnstown, Pa. (For network-owned TV station prospects also see separate story.)

Midwest Divided

Northwest and Midwest outlets seem fairly evenly divided on the questions of revenue, operational expenses and general business conditions during the coming year. Stanley Hubbard, president and general manager, KSTP-AM-FM-TV St. Paul-Minneapolis, believes there will be no changes in AM business for major stations and in TV operating expense in 1950 (see AM stations roundup). But, he says, KSTP-TV expects to make a satisfactory profit on television by the middle of 1950.

"Our television business has doubled each year and with the prospects we now have we expect it to quadruple in 1950," Mr. Hubbard says. "We were in the black in August to the extent of $166 including depreciation. Our losses now are less than we would spend on a promotional campaign." Television and other factors have forced the AM outlet sales department to "do a selling job," he added.

John J. Gillin Jr., president, Radio Station WOW Inc. (WOW-AM-TV), looks especially to sponsors of food products to lead the way to increased TV business. "President Truman's signature on the new farm law guaranteees WOW-Land as the soundest U.S. market area for . . . 1950 and probably through 1953 . . . By comparison with markets badly hit by steel and coal strikes, this is Utopia and certainly the place to recapture sales quotas for this year by WOW pressure . . ." Mr. Gillin has so advised agencies and advertisers in telegrams sent last month.

Mr. Gillin

TV's growth will provide a stimulus to many fields of business endeavor, in the opinion of John H. Mitchell, general manager, WBKB (TV) Chicago, Balaban & Katz outlet, who predicts an "active" year for WBKB and favorable business prospects.

"The television picture shows considerable promise for a most encouraging year," according to Mr. Mitchell. "With 300,000 TV sets

CBS COLOR TESTS

Set for Jan. 2 to Feb. 1

CBS LAST Thursday in a letter to the FCC announced its plans for color television test operations to be conducted from Jan. 2 to Feb. 1 in New York and Washington, and subsequently in Philadelphia.

The operations, to include program broadcasting and home installation as well as technical tests, will involve pickup devices in New York and Washington, four broadcast transmitters, 450 miles of coaxial cable, and more than 50 color receivers, the network said.

Cooperating with CBS in the tests are the Bamberger Broadcasting Co., AT&T and local telephone companies; Smith, Kline & French, Philadelphia pharmaceutical firm, WOR-TV New York and WOIC (TV) Washington, owned by the Bamberger Co.; WCAU-TV Philadelphia, and WTOP Washington.

The network plans to install 15 color sets in one or more public Washington locations, enabling CBS to furnish the FCC with data on public reaction to color video.

In New York, CBS plans to use members of the public as observers in tests to produce technical allocations data. Primary purpose of these tests is to provide such information as the extent to which color television stations in different cities on adjacent channels or on the same channels may interfere with each other, and the effect of diathermy and other interference.

Seven viewers also will be offered for installation in the homes of FCC Commissioners for viewing under normal conditions.

To assist laboratories and manufacturers, CBS is making all the color broadcast signals available for technical tests. It also is providing color receivers for test purposes to the FCC laboratories in Laurel, Md. (already delivered), and to the Bureau of Standards' Senate advisory committee on color television.

Color broadcasts in New York will be on the standard television transmitters of WCBS-TV and WOR-TV. The Washington broadcasts will be carried by WOIC (TV), using studio facilities of WTOP Washington, CBS radio affiliate.

AT&T and local telephone companies are providing circuits not only for local operations but also for inter-city transmission via coaxial cable.

Tests will be conducted during hours that will not interfere with regular schedules of cooperating stations, and will include both live and film programs. Color transmission periods will generally alternate with black-and-white so that installation of standard receivers in homes will not be interrupted.

Equipment for live pick-up to be used in Washington will be that developed by CBS for Smith, Kline & French for surgical demonstrations. In New York, CBS will use color film and slide pick-up equipment, together with standard black-and-white film and live pick-up equipment, for comparison of interference behavior of the two types of video.

New York color broadcasts are scheduled from 9 a.m. to 1:45 p.m., Mon.-Sat. Washington schedule is for color transmissions Mon.-Sat., 12:45-1:45 p.m.; 10:45 p.m. to 12 midnight, Sunday and Tuesday, and 9:45-11 p.m. Thursday. Philadelphia color telecasts, when they start, will be scheduled for 12:45-1:45 p.m., Mon.-Sat.

in operation in Metropolitan Chicago at the start of 1950 and every indication of large increases each month thereafter, widespread acceptance of TV as a potent social and economic factor in our lives is now acknowledged . . ."

Mr. Burbach

In St. Louis, George M. Burbach, general manager, KSD-AM-FM-TV, stressed sound planning and aggressive management as factors in successful operation. " . . . All indications point to an excellent year, with interest in television being particularly high in the St. Louis area. . . ." He thinks additional increases will derive from all types of sponsors, and expects 5% boosts each in KSD-AM business, TV operational expenses, and in the general business revenue picture.

Television in Milwaukee is expected to have little adverse effect on radio sales of WTMJ—if anything there will be an increase for both—according to Walter Damm, vice president and general manager of radio, the Milwaukee Journal Co. (WTMJ-AM-FM-TV).

Mr. Damm

". . . The feeling among all Milwaukee groups is that the general business picture will continue to improve in 1950. . . . We expect WTMJ-TV sales to exceed 1949, limited only by time available—in other words, to raise the roof," Mr. Damm said. He also foresees no increase in cost of TV operation.

In Ohio, the Cleveland-Akron-Canton area served by WEWS (TV) Cleveland "will continue to be one of the 'hottest' TV markets in the country," according to James C. Hanrahan, WEWS general manager. But the Scripps-Howard station, which has no AM affiliate, expects to incur additional expenses ranging up to 20%. Rate increases are expected to account for more money spent and cushion expenses to the extent WEWS will show an increase.

"Circulation will exceed 200,000 sets by mid-year and station hours of operation will continue substantially to increase," Mr. Hanrahan adds.

Television won't cut into the AM revenue at WSPD-AM-TV Toledo, but an increase in labor costs will probably boost TV operational expenses some 10%, according to E. Y. Flanigan, managing director. He also told TELECASTING:

Mr. Flanigan

"Our combined AM and TV operation is showing a steady but small increase and it should continue. Retail sales are off in the city, but it has not affected advertising as yet."

THIS is the lineup of personnel responsible for *The Miami Herald*-WQAM Miami weekly TV news program of WTVJ (TV) Miami (l to r): Front row—Marjorie Christopher, programming and Lilias McCullough, script; second row—Production Manager William Stapleton, Cameramen Carl Bruton, Lloyd Gaines and Labe Bell; Gene Rider, producer; James Rayfield, engineer; third row—Herb Fields, microphone operator; Lyn Lucas, floor manager; Dick Troxel, control engineer; Wayman Hutchison, projectionist; David Johnson, engineer; Joe Kline, video operator; Jack Shay, technical director; Clyde Lucas, WTVJ program manager; Al Cornwell, audio operator; George Mangus, Frank Craig, artists; T. J. Sullivan, assistant to the producer; back row—Bob Verlin, Marin Bloom, William Kuenzel, Fred Brent, photographers; Tony Garnett, chief photographer; Lee Hills, *Miami Herald* managing editor; Owen F. Uridge, WQAM general manager; Sonny Shepherd, Wometico Theaters, operator of WTVJ; Lester Barnhill, promotion manager; Don Fischer, Gordon Shaw, narrators; John T. Bills, editor and narrator; Walt Svehla, Marshall Parsons, narrators.

National, regional and retail accounts in all merchandising fields will provide the largest increases in TV advertising at WTVN (TV) Columbus, John Rossiter, general manager, believes.

Hulbert Taft Jr., executive vice president of WKRC-TV Cincinnati, is estimating 10% decreases in both WKRC-AM revenue and WKRC-TV costs.

Below the Mason-Dixon line, TV broadcasters apparently don't go along with the prediction of higher television operating expenses, according to TELECASTING'S survey. Trend among southern stations is toward expected decreased costs—ranging from 5% to 10%. Those who feel expenses will mount place their estimates anywhere from 10% to 12%. On revenue, most broadcasters who operate AM stations think radio revenue will jump—as much as 20%.

Among those expecting less expense is M. D. Smith III, vice president, Birmingham Broadcasting Co. Inc. (WBRC-AM-TV Birmingham). Mr. Smith expects a 5% drop in TV expenditures and an increase in WBRC-TV accounts, mostly from department stores.

"Television is a comparatively new medium in Birmingham," Mr. Smith points out, but "it has been growing by leaps and bounds since July 2 when WBRC-TV aired its first television program. TV sales have increased on an average of 46% per month with no apparent drop in AM revenue. The clients that are using TV programs and spots are for the greater part firms who have never used any type of radio or television advertising."

Mr. Swezey

A general upswing in business trends will be reflected in a good year for television, Robert D. Swezey, general manager, WDSU-TV New Orleans, believes. Predicting a 5% to 10% boost in WDSU-AM's 1950 revenue and a somewhat comparable rise in WDSU-TV operational expenses, Mr. Swezey adds: "In television we expect to add to our list of established buyers a number of present prospects who will be newcomers to the field. . . . Our present commitments definitely indicate a strong first half of 1950. . . ."

Inflationary factors will augur for an increase dollar-wise in business but little net, according to Thad Holt, president, WAPI-AM-FM-TV Birmingham, who sees his TV expenses plummeting about 10% and a 5% jump in AM revenue. Thanks to potential new accounts from department stores, and cigarette, food, appliance and automobile accounts, television should enjoy

Mr. Holt

(Continued on Telecasting 8)

TBA

Yearend Roundup

'Payoff' At Hand For Video—Poppele

By J. R. POPPELE, President
Television Broadcasters Assn. Inc.

HISTORY will record 1949 as the year of the beginning of the "pay-off" in television. Forecasters whose predictions for the new medium attained stratospheric heights two years ago, found to their immense satisfaction that TV is exceeding their hopes by astronomical millions.

Pioneer television broadcasters who have been seeing red for months are changing the color of their ink. Televiewers who invested millions in receivers are reaping a harvest of constantly-improving entertainment and manufacturers are quadrupling their production lines to meet the demand. The pay-off in TV is at hand.

Mr. Poppele

To those who like to look at the record, the following capsule of facts is offered as concrete evidence that 1949 has been television's biggest year to date:

Last December there were 50 television stations operating in 30 cities. Today 98 stations are serving millions of viewers in 59 cities. Receiver installation has soared to a hectic pace. By the year's end 3,500,000 sets will be in operation as compared with 1,000,000 just 12 months ago.

Advertisers are flocking in droves to the visual medium. Last January 750 sponsors made use of TV. The latest figures show 1,891 advertisers on television, with billings expected to exceed $11,350,000 by the year's end.

Network television service is expanding with the growth of video broadcasting. Today 26 cities ranging from Boston in the northeast to St. Louis in the mid-west are interconnected via Bell coaxial cable and relay facilities.

With production of television receivers attaining 80,000 a week during the latter portion of this year, it may be expected that 1950 will see an additional 4,000,000 sets installed. This would mean 7,500,000 set-owners—or roughly 30,000,000 viewers. That's bigtime circulation in any medium!

Te-Ve

Drawn for TELECASTING by John Zeigler

BELL VIDEO

Company Lists Plans

Yearend Roundup

THE Bell System Television Network, in its year-end statement, announced as its objective the providing of suitable facilities for television transmission to meet the needs of the TV industry. An industry spokesman stated that with this end in mind, the probable requirements of the industry are under continual review with interested parties so that facilities may be furnished to bring television network programs to a continually expanding audience.

From a TV network comprised of about 3,500 channel miles available to 13 stations at the end of 1948, progress in meeting the needs of the industry is illustrated, the Bell System states, by an expected 15,000 channel miles available to 43 cities by the end of 1950. By the end of this year, facilities will have increased to about 8,500 miles serving 26 cities.

Within the past four months, seven cities joined Bell's TV network and Rochester, N. Y., is expected to join before the year's end. Sixteen Southern and Midwestern stations are scheduled to join in 1950 and on the Pacific Coast, two Northbound radio relay channels between Los Angeles and San Francisco will go into service in the Spring of next year.

Bell Laboratories are now developing a carrier system for use with coaxial cables which will increase the available band width up to about 8 mc. The present 3 mc coaxial carrier system provides a picture band width of 2.7 mc.

COLOR TV

Yearend Roundup

Engineers' Prime Question In '50—Gillett

GLENN D. GILLETT
President, Assn. of Federal
Communications Consulting Engineers

IN MY personal opinion, the great question that must be decided next year is color television: when and how? The FCC is now confronted with the age old problem of all research projects—how long shall you hold up production waiting for a closer approach to perfection.

Thus, we now have available one color system that is workable and capable of quantity production for reasonable prices. Not perhaps capable of the ultimate in perfection, but good enough to satisfy the public. Another system is proposed which theoretically is capable of a closer approach to perfection but a perfection which its proponents have not yet been able to even approach in practice and which involves complexities and precisions in manufacture that many believe may preclude its ever being capable of mass production.

Mr. Gillett

Other systems are proposed which are even further back in the development stages and are as yet far too nebulous for practical evaluation.

Thus, the FCC is faced with the alternative of accepting the presently developed system or facing indefinitely long delays waiting for the development and testing of the other systems to where it can be determined whether they are practical and capable of mass production.

AM broadcasting will not undergo marked changes in the coming year and the future of FM depends on how well the existing FM stations as separate entities serve their communities.

NEW concept in TV receivers, incorporating exclusive theatre-type direct viewing screen, announced by Crosley Div., Avco Mfg. Co., Cincinnati. Receivers are designed to give viewer effect of being in a theatre.

FAITH THAT PAYS

Podezwa Poineers in Video

PATIENCE and faith in TV have paid off in accelerating sales figures for Dick Podezwa, owner of two neighborhood shoe stores in Detroit. Over a year ago, Mr. Podezwa started advertising on one of Detroit's fledgling stations, before the coaxial cable had been extended to the Midwest. Nevertheless, Mr. Podezwa maintained a regular schedule.

Through all the vicissitudes of pioneer telecasting, he stuck to his program, placed through Rex Advertising Co., Detroit. With the arrival of network TV, and the immediate upward leap of viewers, his faith was rewarded with a steady stream of sales directly attributable to his TV spots.

At present, the Podezwa Shoe Stores are showing their models daily on WWJ-TV, and on a special WXYZ-TV spot. After Jan. 1, further expansion is planned. Judging by the results of his earlier experiences, expanding the TV schedule will mean a pleasant expansion in sales. As Dick Podezwa puts it, "I stuck with—but never got stuck by, television."

SAG VS. TVA

New Hope For Peace Pact

Hope for peaceful solution in SAG-Television Authority dispute was slightly rekindled last week as both sides through an exchange of telegrams expressed willingness to meet for further discussions. TVA made the first move in a Dec. 15 wire to the film actors' group following SAG's start of negotiations with Television Film Producers Assn.

In several large cities, TVA urged SAG to hold "in abeyance" current negotiations with TV film producers until the two disputing parties could meet to "examine any and all possible proposals for peace." Suggestion was made for a Jan. 6 meeting preferably in New York. TVA added it was "disturbed" by reports of negotiations in progress "in which SAG is seeking recognition from a segment of TV film employers."

In its reply last week SAG expressed willingness to meet anytime to "discuss an equal partnership or mutual cooperation pact," but suggested Hollywood as a meeting place. It added that Screen Extras Guild "must be a party to such a meeting."

In the meantime the film actors' group planned to continue negotiations with TV film producers. Further meetings are scheduled after Jan. 1 in New York and Jan. 5 in Los Angeles.

TV FILM COUNCIL

Quarterly Meeting Dec. 28

NATIONAL TELEVISION FILM COUNCIL'S third quarterly forum will be held Dec. 28, at New York's Astor Hotel. The first session, on distribution, at 10 a.m., will be headed by John Mitchell, sales manager, United Artists Television, and W. W. Black, vice president, Official Television.

The second, on production at 1 p.m., will be led by Henry Morley, Dynamic Films, and Jules Bricken, Screen Gems, a Columbia Pictures TV subsidiary. Robert Paskow, film director at WATV (TV) Newark and Helen Buck, film director at WCAU-TV Philadelphia, will head the 3 p.m. forum on television stations. NTFC's 7 p.m. dinner meeting at the Brass Rail Restaurant, will be devoted entirely to a holiday party.

A Washout

WOR-TV New York has cancelled its scheduled coverage on Jan. 11 of water polo from the New York Athletic Club. The reason—no water.

over 140,000 TV SETS in Detroit!

AND over and over again . . . they tune to WWJ-TV, Michigan's first television station, now completing its third year of undisputed pioneering, service and leadership.

No matter what you sell . . . if you seek dominance in your own field . . . you need WWJ-TV, which dominates television in the nation's fourth market.

first in Michigan . . . . Owned and Operated by THE DETROIT NEWS

WWJ-TV

NBC TELEVISION NETWORK

ASSOCIATE AM-FM STATION WWJ

National Representatives: THE GEORGE P. HOLLINGBERY COMPANY

Stations

(Continued from Telecasting 5)

a good year at WAPI-TV.

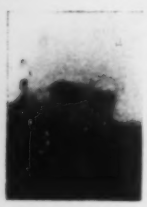
Other southern and southwestern broadcasters express varying views on AM revenues and TV expenses, while expecting larger TV business. P. A. Sugg, manager of WKY-AM-TV Oklahoma City, looks for increased expenses and less AM revenue; John M. Outler Jr., general manager, WSB-AM-TV Atlanta, sees dips in both AM revenue and TV expenditures, and H. W. Slavick, general manager, WMC-AM-TV Memphis, predicts more radio revenue. Messrs. Outler and Slavick tabbed national and local levels for prospective additional video clients. They declined other specific comment, however.

In the fast progressing Washington-Baltimore-Richmond area, the outlook appears to indicate greater television costs and less radio revenue, along with more TV business, E. K. Jett, vice president and radio director of Baltimore *Sunpapers* (WMAR-TV), thinks expenses may come down a bit when more programs become available, particularly during daytime hours.

Mr. Jett

"More sponsors will be attracted to TV as the size of the viewing audience increases," he feels. "Even though TV rates may rise, the cost per-thousand viewers in 1950 will be less than in 1949."

Wilbur M. Havens, president and general manager, WTVR (TV) Richmond, says his station's increased TV business will come from increased hours of operation and spot sales. He cites steady increases in the output of manufactured products, and Virginia's pre-eminence in numerous business classifications.



Mr. Havens

Beer, automotive, drug and food advertisers will supply the largest increases in TV accounts at WBAL-TV Baltimore, according to D. L. Provost, business manager, but at the expense of WBAL-AM revenue.

In Washington, Walter Compton, general manager of DuMont's WTTG (TV), sees a 2% to 5% boost in television's expenses but increased business for his station, while Kenneth Berkeley, vice president and general manager, WMAL-AM-FM-TV, envisions a drop in revenue from the *Evening Star* radio properties.

On the West Coast, KTSL (TV) Hollywood has shown a healthy increase in dollar volume and number of sponsors each month, according to Bob Hoag, sales manager. "General interest in TV, over 300,000 sets in the area, and an increasing number of inquiries lead us to believe 1950 will be a great year in Los Angeles TV," he said.

Mr. Hoag

He looks for car dealers and food firms to come in on an increasing scale, and for TV operating expenses to soar about 20%. Don Lee Network's Hollywood affiliates KHJ-AM-FM hope to show a 10% rise in revenue for 1950. So optimistic is Mr. Hoag that he envisions a general business rise of about 40%.

"Selling" tactics of pre-war years constituted the primary factor in radio increases in the past two years and Gayle V. Grubb, general manager of KGO-AM-TV San Francisco, intends to employ the same hard fast rule in television at KGO-TV.

Mr. Grubb

"Clients must be sold—they are not looking for open transoms," he asserted. "General business has been slow but prospects look up for 1950." KGO-TV expects to sustain a 5% or less increase in operating costs while getting new business anticipated mostly from retail merchants.

Paramount's KTLA (TV) in Hollywood sees all types of sponsors contributing to the station's hoped-for business upsurge next year, according to Paul Raibourn, Paramount Television Productions Inc. president, who otherwise declined comment.

Special budget—with emphasis on programs rather than spots and program participation as during 1949—will be set aside for television at KTTV (TV) Hollywood, according to Harrison Dunham, acting manager. Already KTTV is spending more for bigtime programs than any other local station, Mr. Dunham claims.

The station concedes that expenditure, such as attached to its new *Buster Keaton Show* (which bowed in last Thursday), tends to increase operational cost. But Mr. Dunham sees indications "that advertisers want better programs and have now become sold on the fact that good TV programming costs money but the results are more than worth it."

OPERATION of a General Electric master control console at new television station WKTV (TV) Utica, N. Y., is watched by (l to r): Paul L. Chamberlain, manager of sales for GE's commercial equipment division; Eiddon Jones, assistant vice president, Utica First Bank & Trust Co.; Frank J. Maloy, vice president of the bank; M. J. Kallet, president of the Copper City Bcstg. Co. and owner of WKTV, and G. Harold Stark, executive vice president, First Bank & Trust Co. Operator Phillip Valvo is at the controls.

WRTB (TV) DENIED

Final Decision Issued

RAYTHEON MFG. Co.'s WRTB (TV) Waltham, Mass., was denied further extension of completion date by FCC last week in a final decision which found the firm had not been diligent in proceeding with construction of the proposed outlet.

In spite of an earlier initial decision recommending further extension on express condition WRTB be ready for commercial operation in 90 days [BROADCASTING, June 27], the Commission concluded that Raytheon "was not prevented from completing construction of such station by causes not under its control or by other matters sufficient to justify a third extension of its construction permit."

The ruling in effect renders moot the pending application of CBS to purchase WRTB from Raytheon for $242,000 as well as the competitive bid filed by Meredith Engineering Co., subsidiary of Meredith Pub. Co., publisher of *Better Homes and Gardens*, owner of WHEN (TV) Syracuse and TV applicant at Albany and Rochester.

Meredith also has pending a petition to waive effect of the Commission's repeal of the Avco rule, which allowed competitive bidding on station transfers. The petition holds FCC overlooked the Meredith bid for WRTB, filed before the action repealing the Avco rule [BROADCASTING, July 4].

FCC explained that the original CP for WRTB was granted in May 1946 with January 1947 specified as completion deadline, but that two successive extensions were granted. The decision said Raytheon gave four reasons why it could not complete construction of the station within the time allowed: Difficulties in obtaining appropriate transmitter site; delays occasioned by failure to complete manufacture of its own equipment for construction of the station; inability to obtain capital to assist in financing construction; delay in construction of proposed station in order to await completion of microwave link between Boston and New York with which it was to be integrated.

The Commission said Raytheon for a time did not even make an effort to find a suitable site and rejected the explanation of financial inability to do so on ground such financial reason itself may not justify extension. FCC termed as self-imposed the delay on equipment construction since personnel were diverted to other projects.

The decision also concluded Raytheon was financially able to build the station and in 1946 and 1947 had abundant resources. It noted that in November 1948, 10 months after expiration of the second extension and several months after the CBS purchase contract, Raytheon "for the first time" determined it would proceed with construction as authorized in the permit regardless of whether the CBS bid were approved or outside capital became available.

The decision likewise found no justification in Raytheon's subordination of the completion of WRTB to installation of its proposed New York-Boston microwave link, observing that the record indicated firm chiefly planned to use the station for use in equipment experimentation with provision of a television broadcast service as a secondary consideration.

TOAST OF THE TOWN
sponsored by
Lincoln-Mercury, a
CBS Package Program
never ranked below
second place in 75
weeks on TV.

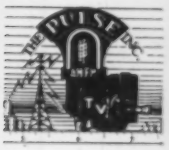
For another top
CBS Package Program
now available
for sponsorship,
turn to back page
of this insert.

JANUARY 1950

TELECASTING
NETWORK SHOWSHEET

| | | |

Revue L (E-M)	*Your Witness* L (E-M)	*Mysteries of Chinatown* F (E-M)	B. F. Goodrich Celebrity Time L (E-M)	Young People's Church of the Air Youth on the March L (E-M)
...reury ...Town	General Electric Fred Waring Show		TBA	
	Cross Question L (E-M)		*Bowling Headliners* L (E-M)	
Colgate Theatre	Philco Television Playhouse L (E-M)		*Garroway at Large* L (E-M)	
Lipton Tea Talk Scouts	Philip Morris Candid Camera	General Foods The Goldbergs	Westinghouse Studio One	
...-op The Al ...rgan Show (E-M)		Co-op Wrestling (From Sunnyside Arena) L (E-M)		
Firesto... Rubber Co. Voice ...Firestone	Admiral Lights Out L	Cities Service Bands of America	Miles Quiz Kids L	
			Tomorrow's Champions (to midnite)	
...of the A...	*Actor's Studio* L (E)	Auto-Lite Suspense		
...end Issue ...M)	*The O'Neills* L (E-M)			
...Co. ...e Show	P & G (F)	Pabst The Life of Riley	P. Lorillard Original Amateur Hour	
...of Joes ...M)	*That Wonderful Guy* L (E-M)		Co-op, Wrestling L (E-M)	
...Tobacco Co. ...is Friend ...& (NI)	TBA	TBA	P. Ballantine & Son International Boxing Club Bouts	*Local*
	The Plain-Clothesman L (E)	*Famous Jury Trials* L (E-M)		
Lever Bros. The Clock L	Kraft Foods Co. TV Theatre L (E-M)		Bristol-Myers Break the Bank	
...Music ...Lorillard ...M)	*Wendy Barrie Show* L (E-M)	*Author Meets Critics* L (E-M)	Chesebrough Mfg. Co. Blatz Brewing Co. Roller Derby	
Romance ...side U.S.A.—Chevrolet Alternating	TBA	*Film Theatre*	TBA	
...(	Morey Amsterdam Show (Dumont Telesets) L (E-M) (NI)	Co-op Boxing (From Sunnyside Arena) L (E)		
...Said ...Tat	Ford Dealers of America Kay Kyser L		U. S. Tobacco Martin Kane Private Eye	
The Singles' ...F E-M)	Libby, McNeill & Libby Auction-Aire L (E-M)	*On Trial* L (E-M)	*Roller Derby*	
R. J. Reynolds Man Against Crime	Ford TV Theatre		Household Finance People's Platform	*Capitol Cloak Room* / *Local*
...Broadway ...Edition o...	...Hollywood ...adline Clues ...E)	*Fishing & Hunting Club of the Air* L/F (E-M) (NI)	Co-op Amateur Boxing L (E-M)	
We...	...elf ...People	Bonny Maid Versatile Varieties Bonafide Mills L	American Cig. & Cig. Big Story (alternates) L	Gillette Fights L / Chesebrough Greatest Fights (F
...deman ...Club ...M)			*Roller Derby* L (E-M) (To conclusion)	
...y Show ...-Busch ...eeks	R. J. Reynolds Ed Wynn	*Film Theatre*		
Picture ...M)	*Cavalcade of Stars* L (E-M) (NI)		Co-op Wrestling L (E-M)	
...BA	TBA	*Film*	*Meet the Press* L	



It's Obvious

but

it's worth expressing in numbers

HOME set ownership has increased each month in all seven TelePulse markets. The following shows ownership percentages by three month periods from January 1948 to October 1949.

		N.Y.	Phila.	Chic.
Jan.	1948	1.4	—	—
April	1948	3.7	—	—
July	1948	7.2	—	—
Oct.	1948	9.6	6.6	—
Jan.	1949	11.4	9.4	3.2
April	1949	14.0	13.0	7.2
July	1949	17.2	15.7	10.6
Oct.	1949	21.2	19.0	13.1

		Cinci.	Bost.	Wash.	L.A.
Jan.	1948	—	—	—	—
April	1948	—	—	—	—
July	1948	—	—	—	—
Oct.	1948	—	—	—	—
Jan.	1949	—	—	—	—
April	1949	6.0	5.2	—	—
July	1949	8.6	8.5	10.0	—
Oct.	1949	10.7	11.2	15.1	14.3

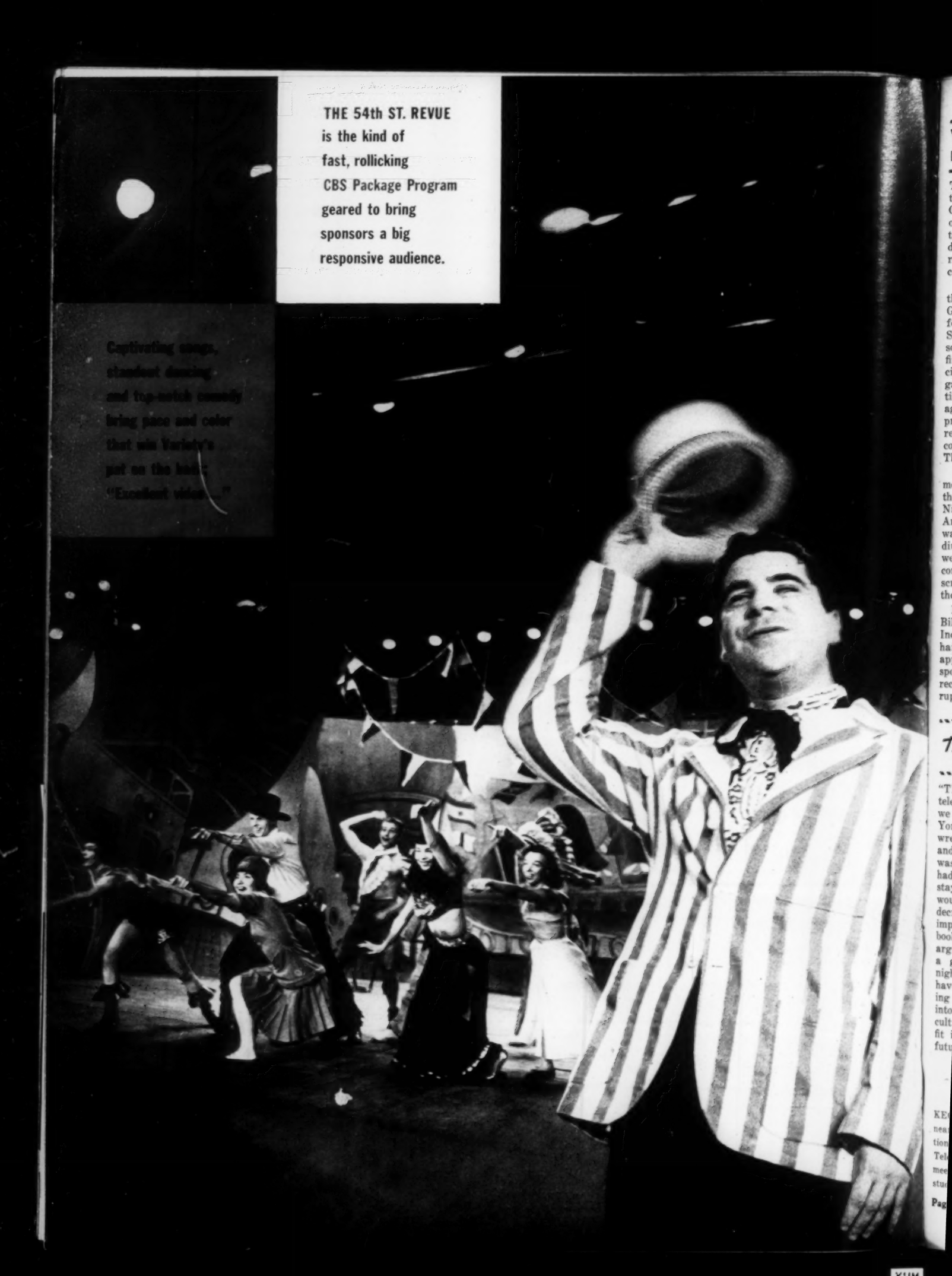
OWNERSHIP has at least doubled during 1949 in New York, Philadelphia, Chicago, Cincinnati and Boston, and increased 1½ times between August and November in Washington and Los Angeles. At the present rate of increase, ownership should be over 40% by the end of 1950 in New York, Philadelphia and Chicago and over 30% in the other markets.

For information about televiewing in these seven markets

Ask The PULSE

THE PULSE INCORPORATED
ONE TEN FULTON STREET
NEW YORK SEVEN

XUM


THE 54th ST. REVUE
is the kind of
fast, rollicking
CBS Package Program
geared to bring
sponsors a big
responsive audience.
Captivating songs,
standout dancing
and top-notch comedy
bring pace and color
that win Variety's
pat on the back:
"Excellent video ..."

WLWT FOOTBALL

Non-Interfering Commercials

TELEVIEWERS watching the traditional game between U. of Cincinnati and Miami (Ohio) U. over WLWT (TV) Cincinnati were treated to a unique method of handling commercials without interruption of play or incidental proceedings.

The method was worked out by the TV department of Rieser-Guenther Inc., advertising agency for its client the Johnson Electric Supply Co., after Claude W. Johnson Jr., president of the sponsoring firm, stipulated that his commercials not interrupt the action of the game nor the important and traditional half-time pageantry. The agency spotted a solution to the problem through Andrea television receivers, for which the Johnson company had sponsored the game. This is what was done:

The video portion of the commercials, which were handled from the studio, showed Announcer Bill Nimmo watching the game on his Andrea receiver. As the switch was made from the football stadium and the studio commercials were cut in, the action on the field continued to be seen clearly on the screen of the Andrea set used in the commercial.

Produced by Dave Brown and Bill Pogue of Rieser-Guenther Inc., WLWT and agency officials hailed the technique as one readily applicable to the presentation of sporting events where a television receiver sponsor hesitates to interrupt the action.

They Say . . .

"THERE are two sides to this television debate . . . For example, we can't go along with the New York case of last week when a wrestling show drew 17,000 fans and a $50,000 gate 'because it wasn't televised.' . . . The buildup had been so good the fans couldn't stay away when told this one wouldn't be on the air. . . . Crowd decreases also may be due to such important factors as tighter pocket books. . . . However, nobody can argue that television doesn't keep a great many people home on nights when they otherwise may have attended the event. . . . Taking all pros and cons of television into consideration, we find it difficult to believe this miracle will not fit into the sports picture of the future in some manner."

From Joe Hendrickson's Column in The Minneapolis Morning Tribune

KECA-TV Hollywood was host to nearly 300 members of Society of Motion Picture Engineers and Society of Television Engineers at December meeting of SMPE held in station's studios.

WLWT (TV) Announcer Bill Nimmo demonstrates Andrea TV receiver on football telecast.

THEATRE VIDEO

Three More Petitions Filed

THREE additional theatre groups petitioned FCC last week for a hearing and allocation of frequencies for a regular theatre television service.

The petitions, similar to those filed earlier by a number of other theatre organizations [TELECASTING, Nov. 14, Dec. 5, 1949], were submitted by Motion Picture Theatre Owners of Metropolitan D. C., representing 75 theatres in the Washington area; Essaness Theatres Corp., representing 29 in the Chicago area, and Lockwood & Gordon Enterprises, representing 19 in Maine, New Hampshire, Massachusetts, Connecticut and Rhode Island. The petitions were prepared by Marcus Cohn and Bernard Koteen of the Washington law firm of Cohn & Marks.

Servicing Manual

PRACTICAL TELEVISION SERVICING & TROUBLE SHOOTING MANUAL, by Technical Staff, Coyne Electrical & Radio-Television School, Chicago. 392 pages. $4.25.

ALL PHASES of TV servicing are covered in this new volume, which features a detailed explanation of color television systems considered by the FCC. The color TV section is printed in four colors, with numerous illustrations. Converters and adapters needed for color reception are explained along with adaptation of present TV receivers to UHF.

KING-TV Basketball

KING-TV Seattle is telecasting the six pre-season basketball games of the U. of Washington (Dec. 10-31) and has worked out a tentative agreement with the university to carry the conference games starting in January, it was learned fortnight ago. Co-sponsoring the series are the Bon Marche, Seattle department store, and Hoffman Television Corp., with Bill O'Mara voicing the games.

UHF TUNERS

Measurement Firm Cites Cost

FCC WAS TOLD last week that UHF monochrome television tuners for an estimated 3 million VHF sets currently in the hands of the public would cost approximately $225 million plus an estimated $105 million in installation charges.

These figures were based on estimates of $75 per tuner and $35 per set for installation.

They were submitted by Communications Measurements Labs., New York, which also estimated the cost of factory-built VHF-UHF TV receivers at about $50 above the over-the-counter cost of a set employing the UHF band alone.

CML, which has opposed adoption of a "hybrid VHF-UHF TV system," pointed out that the Commission's proposed mixed-band allocation would put several channels from one band, and only one from the other, into many communities.

The company quoted RCA experts as saying that, to avoid major frequency drifts, it would be necessary to keep the filaments of converter tubes hot 24 hours a day. CML estimated that, for 30 million receivers, this would cost $60 million in equipment and additional power costs of $262 million a year.

The firm recommends establishment of a wide-channel UHF system for color and high-definition black-and-white, with continuance of present VHF monochrome until the UHF system is ready.

SURGERY PLAQUE

Honors Color Telecast

BRONZE plaque commemorating the first color TV presentation of a surgical operation was unveiled last Wednesday in the surgery room of the hospital of the U. of Pennsylvania, Philadelphia. The citation on the plaque, unveiled by Dr. Harold E. Stassen, the university's president, reads as follows:

The first operation ever televised in color took place in this operating room on May 11, 1949. At the suggestion of I. S. Ravdin, Md., professor of surgery at the medical school of the U. of Pennsylvania, Smith, Kline & French Laboratories, through the cooperation of CBS, made possible the realization of this great advance in medical teaching.

Names Mutrie, Seguin

FERGUS MUTRIE has been appointed director of television by the Canadian Broadcasting Corp., for the Toronto area, and Aurele Seguin has been appointed to a similar post for the Montreal area. Mutrie started with CBC in 1940 at Vancouver where he started CBC farm broadcasts, and in 1945 became national supervisor of farm broadcasting for CBC with offices at Toronto. Seguin has been with CBC since 1936, and has been manager of CBO Ottawa, CBV Quebec, and CBF Montreal.

Novel Novelty

WMAL-TV Washington has uncorked a turn-about wherein real live television performers find themselves depicted as fictional characters in a novel. Ruth Crane, who presents *Modern Woman*, 40 minutes daily on radio and half-hour weekly on TV, and the show's announcer, Jackson Weaver, appear as characters under their own names in a new novel, *Faraway Fields* (Dodd-Mead & Co.) The author, Patricia O'Malley of Washington, D. C., wove them both into the plot of the novel after watching the program in the making at the studio. The novel, a story of an airline publicity girl, relates the WMAL-TV staffers' experiences in producing a TV show for an airline.

UN VIDEO VIEW

Students Urge Editing

EDITORIAL treatment and background are necessary in television reporting of United Nations' deliberations and events to make them effectively interesting to youth. That is the consensus of student opinion at the Graduate School of Journalism, Columbia U.

Prizes totaling $500 were awarded last Monday for the most distinctive and constructive critiques on recent TV news coverage of UN proceedings. Theatre TV received high praise because of the large-screen presentations and increased dramatic impact obtained by presentation of carefully edited highlights.

Study, conducted jointly by UN Dept. of Public Information, Paramount Pictures Inc. and Columbia U.'s journalism graduate school, is part of the research to evaluate the most effective techniques for telling UN's story to the average young citizen. Student critiques are being analyzed by Paramount TV news staff in view of improving the format now used for presenting telecast special events as a program feature in motion picture theatres. Contest's three judges were Benjamin Cohen, Assistant Secretary General, Dept. of Public Information, UN; Prof. Roscoe Ellard, Columbia U., and Paul Raibourn, Paramount's vice president in charge of TV activities.

McPartlin Appointed

JOHN McPARTLIN, member of the NBC Chicago National Spot Sales staff for six years, has been appointed sales manager of WNBQ (TV) Chicago, it was announced last week by NBC Central Division Vice President I. E. Showerman. Mr. McPartlin's assistant is George Morris, formerly of the WMAQ (AM) Chicago local sales staff.

XUM

Telestatus

Advertisers in November

(Report 91)

TOTAL number of advertisers using television increased by 304 between October and November according to the latest *Rorabaugh Report on Television Advertising* compiled by the N. C. Rorabaugh Co. With 1,891 advertisers in October, the total increased to 2,195 in November. Reporting markets went from 47 to 51 while four new stations were added to bring the November reporting total to 86.

For the two months the Rorabaugh Report shows the following comparison:

	Oct.	Nov.
Network	76	78
National-Regional Spot	399	420
Local Retail	1,416	1,697
Total	1,891	2,195

* * *

Improvements Seen By ATS Panel

MORE business, better programming, rapid development of daytime operations and improved kinescopic recordings will come in 1950 television, according to members of a programming and production panel at an American Television Society meeting in New York.

"We look for a substantial expansion in the first quarter of 1950," Burke Crotty, executive video producer of ABC, replied to a query as to the outlook for the new year. "We expect many more advertisers to get into television after Jan. 1 and we plan to expand our hours of operation at about that time."

Better Filming Seen

Charles B. Brown of Masterson, Reddy & Nelson, package producer, anticipated that "kinescopes will ripen in 1950, encouraging greater distribution of top programs among non-interconnected stations, and the development of low cost films for TV which will bring more low-budget advertisers into this medium."

"An upswing of new advertisers who will want low budget shows," was looked for by Henry White, president, World Video, package program organization. "Unless television develops a relatively inexpensive program line it is rapidly going to run out of sponsors," he declared. "Unless we can lure advertisers with budgets of less than $1 million a year into TV the networks are going to have some painfully large sustaining program budgets."

Jerry Danzig, associate director of TV programs for CBS, agreed that low cost shows are certain to come. He also believes that 1950 will see a widescale development of daytime programming as well as the emergence of the personality type of show pioneered this fall by Ed Wynn.

During a general discussion of video program and production problems, Worthington C. Miner, CBS manager of TV program development, declared: "I've found no other problem—lighting, production, casting or even meeting a budget—so difficult as getting good writing for television." Speaking particularly of dramatic programs, he said, "the script is fundamental and the rest is tricks that anybody can do."

James Caddigan, program director of the DuMont TV Network, observed that good planning and imagination is often more valuable than money in solving video production problems. He cited the network's new afternoon series, which requires 10 scene changes in two hours from a studio 38 by 40 feet. The designers met this problem by producing "magazine scenery," with sets standing five deep in each of the studio's two divisions. "From then on, as the program progresses, it's merely strike and stack, strike and stack, until the show ends," he explained.

E. P. H. James, advertising manager, Steuben Glass Co., chairman of the ATS program committee, presided. The January meeting will be a film session, David Halpern, Owen & Chappell, ATS president, announced.

* * *

Weekly Television Summary

Based on Dec. 26, 1949, BROADCASTING Survey

City	Outlets On Air	Number Sets	Source of Estimate
Albuquerque	KOB-TV	1,500	Station
Atlanta	WAGA-TV, WSB-TV	20,500	Distributors
Baltimore	WAAM, WBAL-TV, WMAR-TV	112,517	TV Circ. Comm.
Binghamton	WNBF-TV	2,300	Dealers
Birmingham	WAFM-TV, WBRC-TV	6,750	Distributors
Bloomington	WTTV	300	Dealers
Boston	WBZ-TV, WNAC-TV	213,424	TV. Comm.
Buffalo	WBEN-TV	53,184	Buff. Elec. Co.
Charlotte	WBTV	9,300	Distributors
Chicago	WBKB, WENR-TV, WGN-TV, WNBQ	266,460	TV. Comm.
Cincinnati	WCPO-TV, WKRC-TV, WLWT	50,000	Distributors
Cleveland	WEWS, WNBK, WXEL	119,103	West. Res. U.
Columbus	WBNS-TV, WLWC, WTVN	25,300	Distributors
Dallas, Ft. Worth	See Ft. Worth-Dallas listing.		
Davenport Quad Cities:	WOC-TV Includes Davenport, Moline, Rock Island, East Moline.	5,030	Distributors
Dayton	WHIO-TV, WLWD	23,800	Stations
Detroit	WJBK-TV, WWJ-TV, WXYZ-TV	145,000	Distributors
Erie	WICU	18,100	Station
Ft. Worth-Dallas	WBAP-TV, KBTV, KRLD-TV	22,000	Dist. & Deal.
Grand Rapids	WLAV-TV	9,000	Distributors
Greensboro	WFMY-TV	7,325	Distributors
Houston	KLEE-TV	10,000	Distributors
Huntington-Charleston	WSAZ-TV	2,750	Distributors
Indianapolis	WFBM-TV	14,000	Dist. & Deal.
Jacksonville	WMBR-TV	4,160	Wholesalers
Johnstown	WJAC-TV	7,850	Distributors
Kalamazoo-Battle Creek	.....	3,500	Dealers
Kansas City	WDAF-TV	20,434	Distributors
Lancaster*	WGAL-TV	19,011	Dealers
Los Angeles	KLAC-TV, KNBH, KTLA, KTSL, KFI-TV KTTV, KECA-TV	302,635	Rad. & Appl. Assn.
Louisville	WAVE-TV	16,604	Station
Memphis	WMCT	12,210	Distributors
Miami	WTVJ	12,300	Station
Milwaukee	WTMJ-TV	60,564	Distributors
Minn.-St. Paul	KSTP-TV, WTCN-TV	50,200	Stations
New Haven	WNHC-TV	58,400	Station
New Orleans	WDSU-TV	10,273	N. O. Pub. Serv.
New York	WABD, WCBS-TV, WJZ-TV, WNBT, WOR-TV, WPIX	875,000	Stations
Newark	WATV	Incl. in N. Y. estimate	
Norfolk	.....	1,001	Distributors
Oklahoma City	WKY-TV	14,340	Distributors
Omaha	WOW-TV, KMTV	11,419	Distributors
Philadelphia	WCAU-TV, WFIL-TV, WPTZ	315,000	Elec. Assn.
Phoenix	KPHO-TV	3,000	Dealers
Pittsburgh	WDTV	55,000	Dist. & RMA
Portland, Ore.	.....	606	Eng. Est.
Providence	WJAR-TV	19,750	Dealers
Richmond	WTVR	20,000	Distributors
Rochester	WHAM-TV	15,931	Distributors
Salt Lake City	KDYL-TV, KSL-TV	7,000	Station
San Antonio	WOAI-TV	1,608	Station
San Diego	KFMB-TV	12,750	Station
San Francisco	KGO-TV, KPIX, KRON-TV	22,000	N. Cal. Elec. Assn.
Schenectady	WRGB	44,200	Distributors
Seattle	KING-TV	15,800	Distributors
St. Louis	KSD-TV	67,700	Union Elec. Co.
Syracuse**	WHEN	19,132	Distributors
Toledo	WSPD-TV	28,000	Dealers Assn.
Tulsa	KOTV	6,600	CPA Audit
Utica-Rome	.....	4,500	Dealers
Washington	WMAL-TV, WNBW, WOIC, WTTG	78,700	TV Cir. Comm
Wilmington	WDEL-TV	21,804	Dealers
Total Markets on Air 57;	Stations on Air 97;		Sets in Use 3,376,625

* Lancaster and contiguous areas.
** Also claims coverage in Utica-Rome area.

Editor's Note: Sources of set estimates are listed for each city as available and since most are compiled monthly some may remain unchanged in successive summaries. Total sets in all cities surveyed is necessarily approximate since two areas may overlap. To offset this there are many scattered sets in areas not included in the survey.

Viewers Surveyed By U. of Miami

IN Television Survey No. 5 the U. of Miami Radio and Television Dept. reports that "all things considered" television in Miami is "good." Of the 214 respondents 53% voted for "good" while another 38% said they felt it was fair. Only 7% said video in Miami was poor.

Commercial announcements also received a vote of confidence with 86% of the sample voting for "good" (56%) or "fair" (30%). Only 13% thought the commercials "poor" or "irritating." A slight majority, 52%, said they were satisfied with the number of hours Miami's only television station, WTVJ (TV), operates, with 28% wanting more hours. Of those interviewed, 55% said they watched all the hours television shows were available per day with 87% reporting they watched all available days. Although the size of families of those interviewed was small—41% had no children—69% of the families reported that more than four people viewed programs on their sets on an average evening. Motion picture attendance dropped with the introduction of a video set in the home. Sixty-six percent said they attended less, and while only 1% said they never went to the movies before, 15% reported they never attended after getting a TV set.

Of those interviewed 76% had owned their sets since before July 1949 and 95% were purchased locally. Most popular screen size was the 10 inch (44%) with a 12-inch screen in 23% of the homes. There were 26 different makes reported, led by Admiral, 18%; RCA, 15%, and Motorola, 11%. Eighty-six percent of those interviewed said they have no trouble getting service or tuning and adjusting their sets.

The report points out: "Since the sample is small and not yet appropriately stratified, the data derived from this interim report should be taken as merely indicative of possible trends where differences are great enough to appear significant."

Pittsburgh Set Penetration Up 4%

TELEVISION set penetration in Pittsburgh and 40 surrounding boroughs and townships has climbed

(Continued on Telecasting 17)

WMAR

THE SUNPAPERS STATIONS

THE A. S. ABELL COMPANY — BALTIMORE 3, MARYLAND

BALTIMORE
LEADS THE NATION AGAIN*

36.1% of Baltimore's Total Broadcast Audience (6 to 10:30 P.M.) Watches Television*

*Based on C. E. Hooper, Inc., "TV Station Audience Index" for September—October

WMAR-TV
LEADS IN BALTIMORE WITH
38.6% of average Sunday-thru-Saturday TV audience*

NOW 112,517

TV sets in the Baltimore area. Baltimoreans bought 12,481 television receivers during November to boost total installations in this area to 112,517 as of December 1.

IN MARYLAND, MOST PEOPLE WATCH

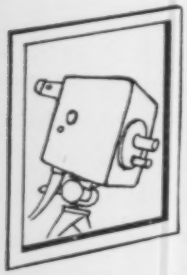
WMAR-TV

Represented by

THE KATZ AGENCY, INC.

NEW YORK • DETROIT • KANSAS CITY • SAN FRANCISCO
CHICAGO • ATLANTA • DALLAS • LOS ANGELES

TELEVISION AFFILIATE OF THE COLUMBIA BROADCASTING SYSTEM



Reel Takes

JOSEPH THOMAS

A YOUNG "old man" in the electronic field and a veteran in the photography field, having started at 11, Joseph Thomas is well-grounded for his job as president of Telefilm Inc., Hollywood.

First drawn to radio while in high school, Joe built himself a crystal set. The mysteries of electronics intrigued him, and he absorbed as much as he could before graduating from Evander Childs High School in New York in 1923. Feeling that more was to be learned from practical experience than advanced schooling, Joe immediately proceeded to find a job with the de Forest Radio, Telephone and Telegraph Corp. in New York.

During his two years association with the firm he worked on radio sets—wiring, assembling and learning all that he could about electronics. And he was in good company, for some of his associates at that time included Allen DuMont, and F. A. Andre (later head of Fada Radio). In fact Joe still owns a memento of those days—one of the first vacuum tubes ever made.

When the de Forest firm moved to Jersey City, young Thomas felt this was too far to travel to work each day so he resigned. This led to the formation of Webster Radio Co. to manufacture his own sets. Later he expanded the firm to include three retail outlets in addition to manufacturing. For seven years his firm turned out an average of 2,500 sets a year, which were sold in addition to other brand names via the owned retail outlets.

Getting out of the manufacturing field in 1932, he continued in retailing while turning much of his attention to sound film. He recognized that the ultimate field of 16mm was bound to find a home in television and commercial advertising, and devoted much of his time to it, particularly in the area of 16mm sound.

Going to Los Angeles in 1937 for a look-see, Joe decided to stay and incorporated Telefilm Inc. a year later.

Today, his firm represents more than a producing firm. It is a complete facility operation for 16mm from sight through sound.

Mr. THOMAS

On the production side the firm has handled TV commercials for a roster of clients which includes Rancho Soups, Sunkist, Catalina swim suits, Macmillan Petroleum, Cresta Blanca, Hoffman Radio Corp., Brown Shoe Co., Barker Bros. (department store). In addition Telefilm also has been producing for station syndication the *Roving Camera* series now in its second year of production.

In selecting the name of the firm, Joe Thomas admits that he thought that TV would be happening sooner but points out that it took a war to stop it. Having been in on the pioneering period of radio and the pioneering of 16mm sound practices and techniques, he now is reveling in the evolution of commercial TV.

His interest in photography first started at the age of 11 when he began to develop and print his own pictures. This remained a hobby while he waded into electronics and later fused with the advent of the sound picture and now has grown into sound pictures for television.

Since forming his own firm, Joe estimates that it has dealt in whole, or part, with the production of more than 5,500 pictures. He also developed instantaneous film process and won a legal battle over same with Warner Bros.

On the personal side, Joe married Melrose Virginia Burleigh in 1924. Today they live in Hollywood.

Test Sale Success

HOME Containers Corp., San Francisco (manufacturers of Press-2-Seal Fresherators), has announced the sale of almost 40,000 units as result of a one-month test campaign on San Francisco's three television stations — KRON-TV, KGO-TV and KPIX (TV). Agency handling campaign is Guild, Bascom & Bonfigli, San Francisco.

TIE-IN SALES

Government Starts Probe

FEDERAL inquiry into reported television tie-in sales, motivated by complaints of retail dealers, has been initiated by the Justice Dept.'s Philadelphia office. Complaints will be turned over to a federal grand jury in Philadelphia starting Feb. 14.

Justice Dept. is seeking to determine whether federal anti-trust laws have been violated, and has subpenaed records of RCA Mfg. Co., of Camden, N. J., a number of distributors and six other unidentified manufacturers in other parts of the country.

William L. Maher, assistant chief, Middle Atlantic office of the Justice Dept., stressed that the action represented only "an inquiry" thus far to ascertain whether any violations were involved. Subpenas were issued, he said, only to secure possibly valuable information.

RCA issued a statement from New York, saying "we know of no tie-in sales" and that investigation would show that the company's practices "fully comply with law." Sales of the new RCA 45-rpm and Columbia Records Inc. 33⅓-rpm record players and record player attachments will be studied.

Meanwhile, spokesmen at Justice Dept. Washington headquarters confirmed the reports of the inquiry but said its Philadelphia branch will handle the investigation, since most of the complaints were of a local nature. In addition, the Washington office has turned over similar complaints.

The inquiry, conducted by George W. Jansen of the Philadelphia office, will review complaints that dealers allegedly are being required to buy unwanted record-players, records, etc., to get relatively scarce television sets, especially those with 12½-inch and 16-inch screens.

Subpenas are being prepared for about 24 distributors and a number of retailers throughout the country, in addition to those served on the RCA Camden firm, other manufacturers and a Philadelphia distributor.

NBC-TV STYLISTS

Elect IATSE Local 798

INTERNATIONAL Alliance of Theatrical Stage Employes, Local 798, last week was unanimously chosen by NBC-TV make-up artists and hair stylists as their collective bargaining agent.

Election was the first National Labor Relations Board polling covering the category. Negotiations for a contract covering these workers soon will be started by Sal J. Scoppa, business agent for the recently-formed make-up artists and hair stylists local. Local 798 said it also was attempting to organize make-up personnel at all other television stations.

SHOW WINDOW OF THE WORLD!

Reach South Florida's 750,000 permanent residents and the 2,000,000 visitors they entertain with your sales message over television in Miami--WTVJ

13,000 Television sets now in use in South Florida*

WTVJ channel 4 MIAMI

SEE THE FREE & PETERS MAN TODAY

17 N. W. 3rd ST., MIAMI, FLA.

*estimated from NBC research and dealer survey

Network Status

(Continued from Telecasting 3)

produce shows at a price stations, networks, sponsors can afford.

"This fall's experience—with its unending search for multiple sponsors—the switch of some programs to a bi-monthly basis—certainly leaves no doubt that the idea of starting in television at the point Hollywood and radio have reached after a quarter century's development is economically dangerous—if not ruinous for this new medium.

"Users of the medium, as well as its executives, must find some way to utilize its great potentials in more ways than for entertainment alone . . .

"Throughout 1949 the DuMont Television Network has made splendid strides across a wide front. While we serviced 20 stations either directly or by Teletranscriptions during 1948, regular television networking did not come into operation until the AT&T opened its coaxial cable to the west on Jan. 11. Since that time our affiliates have grown from three independently-owned stations on contract to number 52 on contract —26 of them interconnected and 26 non-interconnected. More than 99% of this country's television set owners live within range of DuMont affiliates' transmitters.

"Programwise, we have strengthened our position materially. We now send 31 hours of nighttime programs every week to affiliates on the coaxial cable and on Dec. 12 inaugurated two hours of afternoon programming . . .

"Similarly, both to strengthen our programs structure and to reduce production costs, we have completed arrangements with WGN-TV (Chicago) to feed several hours of programs to the network weekly.

"During 1949, too, our Teletranscription department has developed until today it is providing 7½ hours of programs and services 37 stations regularly.

"A year ago we served 40 advertisers—none of them on a network basis. During 1949, 12 national accounts used our facilities on a network basis while 190 took advantage of WABD to present their messages to greater New York's rich market. Several splendid — and lucrative — accounts are slated to start telecasting with us soon after the first of the new year.

"Our personnel and space requirements provide an excellent measurement of our recent developments. Before we instituted daytime television on WABD, our payroll numbered slightly more than 200 persons and our headquarters required 17,000 square feet at 515 Madison Ave., Manhattan. As a result of wider activities on more fronts, today we employ 275 persons and require 21,000 square feet for our Manhattan headquarters. Incidentally, during the year, we opened WDTV, another owned and operated station, which, serving the splendid Pittsburgh region, has speedily gained the distinction of being the only TV station in the country operating in the black."

Telestatus

(Continued from Telecasting 14)

from 5% of the homes in October to 9% of the homes in early December. Information is based on telephone surveys made during the first two weeks of December by Guide-Post Research, Pittsburgh.

Between six and nine p.m. it was found that 76% of the television homes interviewed had their sets tuned to WDTV (TV), Pittsburgh's only video outlet. In the remaining television homes contacted 15% had radios turned on and not TV while 9% had neither turned on. Charles F. Ackenheil, director of Guide-Post, points out that these figures exclude homes which did not answer the phone. Normally 15% of the families have no one at home in the evenings. He contends, however, in TV homes the "not at homes" are closer to 10%. On that basis, he estimates that in the 6-9 p.m. period an average of 71% of all Pittsburgh's TV home sets are in use.

* * *

WTTV (TV) Bloomington Announces Rates

RATES for WTTV (TV) Bloomington, Ind., which began formal operation Nov. 11, have been announced by Glenn Van Horn, general manager.

The one-hour time-rate runs from $150 for one time down to $112.50 with the frequency discount for 260 or more times. Spots of one minute or less start at $22 for one time and run down to $16 for 260 or more. Other time segments on a one-time basis are set as follows: 30 minutes, $90; 20 minutes, $75; 15 minutes, $60; 10 minutes, $43.75, and five minutes, $31.25.

Rates for film, art work, music and dramatic talent are available on request. Any additional charges for production, rehearsal material or field pick-up are based on actual costs. The station is owned by Sarkes and Mary Tarzian who also own the AM outlet WTTS Bloomington.

* * *

Milton Berle Heads November Videodex List

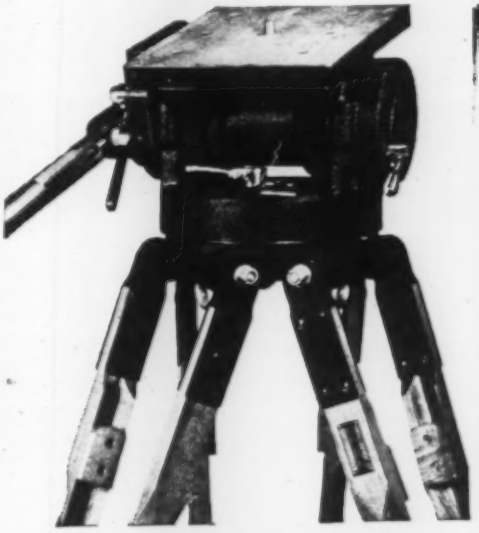
IN NOVEMBER Videodex Network Report of TV habits in 18 cable connected cities, Milton Berle and his *Texaco Star Theatre* led the rating parade with 68.9. Arthur Godfrey's two shows were shown in second and third place—*Godfrey and Friends*, 56.4, and *Talent Scouts*, 55.4—while *Toast of the Town* was fourth with 51.2.

THREE feature films from Dept. of Defense currently being telecast Sat., 7 p.m. by WMAL-TV Washington.

Floating Action! **for all TV Cameras**

"BALANCED" TV TRIPOD

(Pat. Pending)



This tripod was engineered and designed expressly to meet all video camera requirements.

Previous concepts of gyro and friction type design have been discarded to achieve absolute balance, effortless operation, super-smooth tilt and pan action, dependability, ruggedness and efficiency.

Below:

3 wheel portable dolly with balanced TV Tripod mounted.

Complete 360° pan without ragged or jerky movement is accomplished with effortless control. It is impossible to get anything but perfectly smooth pan and tilt action with the "BALANCED" TV Tripod.

Quick-release pan handle adjustment locks into position desired by operator with no "play" between pan handle and tripod head. Tripod head mechanism is rustproof, completely enclosed, never requires adjustments, cleaning or lubrication. Built-in spirit level. Telescoping extension pan handle.

Write for further particulars

FRANK C. ZUCKER
CAMERA EQUIPMENT CO.
1600 BROADWAY NEW YORK CITY

BOWL GRID GAMES

Telenews To Produce Three

TELENEWS Productions Inc., New York, is producing exclusive film presentations of the top three New Year's Day bowl games in 1950's first Gillette *Cavalcade of Sports*, to be aired on CBS-TV through Maxon Inc., New York. Half-hour telecasts, scheduled for Tuesday, Jan. 3, will feature highlights of the Sugar, Orange and Rose Bowl classics, and will be serviced for off-network stations by special film releases.

Another Telenews production, *Exit '49*, a one-hour review of the year's ten top news stories, will be sponsored by P. Ballantine Sons, Newark, on some 32 NBC-TV outlets from 5 to 6 p.m. New Year's Day. Narrated by Robert Trout, the film was signed through J. Walter Thompson Co., New York.

TV Trade Show

ALMOST all aspects of television will be discussed at the annual Television Institute and Industry Trade Show at the Hotel New Yorker, New York, Feb. 6-8 inclusive. Subjects to be discussed the first day will include programs, audiences, budgets, time sales, FCC and station operation. The second day will be devoted to the specialized problems of small TV stations and to advertising agencies, and the third day to labor problems.

Film Report

GRAY-HANCOCK Productions, Hollywood, new firm for production of television films, has been organized by **Jeanne Gray**, radio commentator, and **Ralph Hancock**, author. Offices are at 2203 N. Highland Ave., telephone Granite 2764. . . . **Arthur J. Ellis** has joined Chicago staff of **Sarra Inc.** as director and film editor on TV and motion picture films. Mr. Ellis has been in motion picture production for 37 years. He has worked for Wilding Pictures, Jam Handy Organization and Chicago Film Labs. For past several years he has edited World Series baseball films.

At **Depicto Films Inc.**, 254 W. 54th St., New York, John Hans, president, announces appointment of **Murray Knowlton** as associate producer and **Jack Lane** as assistant to president in charge of production. Mr. Knowlton, formerly with John Bransby Productions, will handle sales and production of television films and motion pictures. Mr. Lane was formerly with William J. Ganz Co. Mr. Hans says these appointments mark first step in Depicto's expansion program since moving to larger quarters.

Approximately 56 TV stations throughout country now telecasting commercials produced by **Jerry Fairbanks Productions**, Hollywood, for **Dodge Corp.** Agency: **Ruthrauff & Ryan Inc.**, same city. . . . **Jane Adams** has been signed for feminine lead in forthcoming **John Sinn-Philip Krasne** *Cisco Kid* TV series. . . . **Telefilm Inc.**, Hollywood, producing three one-minute live action television films for **Southern California Pontiac Dealers.** Agency: **Taggart & Young**, Los Angeles.

Phillips H. Lord Inc., 501 Madison Ave., New York, creator and producer of television's *The Black Robe*, currently producing new series for TV. Series is being built around everyday personalities—taxicab drivers, housewives and plumbers—and claims to be departure from present type of TV entertainment.

McCullem Pictures, Hollywood, has prepared series of 12 one-minute TV film commercials for **Kelly Kar Co.** (dealers) to run on Los Angeles area stations starting first of year. Agency: **Tullis Co.**, Los Angeles.

Academy Dinner

ACADEMY of Television Arts & Sciences has definitely scheduled its annual "Emmy" awards dinner for Jan. 27 at the Ambassador Hotel, Los Angeles. Dinner had previously been tentatively set for Jan. 24 [TELECASTING, Dec. 19].

WXEL (TV)

Sparks Local Activity

WXEL (TV), which made its debut Dec. 17 as Cleveland's third TV outlet [BROADCASTING, Dec. 19], is in the midst of a windfall of activities. Station is scheduling a galaxy of local programs, telecasting top network shows (it has a primary affiliation with DuMont) and has started the city talking about an "outdoor center."

According to published reports in the city, Herbert Mayer, WXEL's energetic owner, president and general manager, is projecting plans to finance a "unique outdoor center" in Parma, Cleveland suburb. It would feature the development of a combination athletic field and community playground on a seven-acre plot, part of which is the site of the station.

Innovation at WXEL's opening, attended by industry executives and local officials, was the chartering of a United Airlines plane for the group of New York visitors. The guests and Mr. Mayer watched themselves approach the field, where a camera crew located itself, and then taxi up to the ramp, on the screen of a TV set placed in the plane.

Local programs, some of them already scheduled, will cover a variety of show categories including sports, children shows, panel discussions, variety shows, book review programs, folksong and talent shows. Emphasis in network offerings will be on DuMont with CBS, ABC, Paramount and WPIX (TV) New York also providing programs.

wfmy-TV

CHANNEL 2

GREENSBORO, N. C.

SERVING THE RICHEST MARKET IN THE SOUTH'S NO. 1 STATE*

7325 SETS IN USE AS OF DECEMBER 1, 1949 †

SALES REPRESENTATIVES

HARRINGTON, RIGHTER and PARSONS, INC.

NEW YORK CITY: 270 Park Avenue MU 8-1185

CHICAGO: Tribune Tower WH 4-0074

Owned and Operated by

GREENSBORO DAILY NEWS and THE GREENSBORO RECORD

*Source: Sales Management's "Survey of Buying Power" — 1949

†Source: NBC Research Dept.

EUROPEAN TV

French Air 819-Line Image; British Extend System

TRANSMISSION of 819-line images, as compared to the 525-line image telecast in the United States, has been inaugurated in Paris by French television engineers, according to a *New York Herald Tribune* dispatch. The image, represented as the world's clearest, is a result of research started at the end of the war.

Experiments eventually raised the number of lines in the image as high as 1,029. At that point, however, the engineers had developed a "beautiful" picture but one almost impossible to transmit and compromised on the 819-line image.

The *Herald Tribune* dispatch points out that the image went on the air because French television is still in its infancy, whereas U.S. television experts must consider the possibility of rendering thousands of sets obsolete in improving line technique in this country. The new French picture will be telecast one hour a day. At other times, the 455-line picture will be aired. Under French law, 455-line broadcasts must continue until 1958.

Great Britain, meanwhile, has extended its TV system with inauguration of its second transmitter, the first of four relays planned to give TV to nearly three quarters of the British Isles' population.

Some 180,000 persons in the British Isles now own television sets, more than twice the number of a year ago.

COY REVIEWS COLOR

Addresses Washington AVC

A REVIEW of developments to date in FCC's color television proceeding was presented by FCC Chairman Wayne Coy in an extemporaneous speech to the American Veterans Committee, Chapter 1, in Washington last Wednesday.

He reiterated the Commission's assertion, when it set up the hearings [BROADCASTING, May 30], that if color is authorized then each broadcaster may choose between monochrome and color, and that FCC expects the ultimate color system to be "compatible"—that is, capable of being received in monochrome on existing sets with no more than relatively minor modifications.

TV FILM & PRODUCTION SERVICES

V. S. BECKER PRODUCTIONS

Producers of Television, radio package shows and spot commercials

Representing Talent of Distinction

562 FIFTH AVE., NEW YORK

LUXEMBERG 2-1040

BRAY STUDIOS, INC.

EXTENSIVE LIBRARY OF

FILMS

(INCLUDING CARTOONS)

Available for television

SEND FOR CATALOGUE

729 SEVENTH AVE., NEW YORK, 19

Save Time! Low Cost — Save Money! High Powered

FILM COMMERCIALS

"Finest in Film Since 1937"

LABORATORY

FAST 72 HR. SERVICE!

WALNUT 2164

FILM ASSOCIATES, INC.

440 E. Schantz Ave. Dayton 9, Ohio

GRAY — O'REILLY

COMMERCIAL SPOTS

FOR TELEVISION

480 LEXINGTON AVE.

NEW YORK

PLAZA 3-1531

OFFICIAL TELEVISION, INC.

SUBSIDIARY OF OFFICIAL FILMS, INC.

COMPLETE VIDEO

PROGRAM SERVICE

NEW SHOWS READY SOON.

CONTACT W. W. BLACK

25 WEST 45TH STREET,

NEW YORK 19, N. Y.

LU 2-1700

RKO PATHE, INC.

625 MADISON AVE.

NEW YORK, N. Y.

PLAZA 9-3600

SARRA, INC.

TELEVISION COMMERCIALS

MOTION PICTURES

SOUND SLIDE FILMS

NEW YORK - CHICAGO

HOLLYWOOD

TELEMOUNT PICTURES, INC.

"THE MAGIC LADY AND BOKO"

13 PICTURES COMPLETED

A TEN MINUTE PACKAGED PROGRAM ESPECIALLY PRODUCED FOR TELEVISION. PTA ENDORSED

"One of the Best Children's Programs to be presented on Television. Your Children will be delighted."

S. Calif. Assoc. For Better Radio & TV

IN PREPARATION

39 MAGIC LADY BOKO

California Studios

5255 CLINTON ST. - LOS ANGELES 4

New York City: Zack Baym, 13 E. 37th St.

Baltimore: John D. Aherns, 2104 N. Charles St.

SHERMAN PLAN, INC.

Consultants to Advertising Agencies and Advertisers on films for television

-PRODUCERS-

TV FILM PROGRAM DISTRIBUTORS

420 VICTOR BLDG. WASHINGTON, D. C.

-STERLING 0780-

TV STATION MANAGERS:

Several cities still open for "THE LORD'S PRAYER"—exclusive personalized TV sign-off spot. Write now for rates and availability!

TELEFILM, INC.

COMPLETE FILM PRODUCTION

FOR

TV SPOTS-PROGRAMS

All Production Steps In One Organization

6039 HOLLYWOOD BLVD.

HOLLYWOOD 28, CALIF.

HOLLYWOOD 9-7208

TELESCRIPTIONS

ANIMATED TV SPOTS

30-SECOND AND 1 MINUTE

823 VICTOR BUILDING

WASHINGTON, D. C.

STERLING 4650

UNITED WORLD FILMS, INC.

A SUBSIDIARY OF UNIVERSAL PICTURES

37 YEARS' EXPERIENCE MAKING HIT MOVIES

WORLD'S TOP TECHNICAL AND CREATIVE TALENT!

UNSURPASSED FACILITIES FOR LIVE AND STOP MOTION PHOTOGRAPHY!

Sparkling film commercials, tailored to your cost needs

Complete film programs available; features, novelties, sports, science

WRITE . . . WIRE . . . PHONE . . .

TELEVISION DEPARTMENT 9T

1445 PARK AVENUE

NEW YORK 22, N. Y.

VIDEO VARIETIES CORP.

TELEVISION PROGRAM FILMS

TELEVISION COMMERCIALS

BUSINESS MOVIES

SLIDE FILMS

—FROM SCRIPT TO FINISHED PRINT

OWNERS AND OPERATORS OF WEST COAST SOUND STUDIOS

510 W. 57TH STREET, N. Y. C.

WITH EXPERIENCED MANPOWER AND COMPLETE FACILITIES

41 E. 50TH ST., NEW YORK

MURRAY HILL 8-1162

BROADCASTING - TELECASTING

FILM & PRODUCTION DIRECTORY

IS PRINTED THE LAST ISSUE OF EACH MONTH

GUARANTEED PAID CIRCULATION EXCEEDS 15,000

Standard Bearer In Radio . . .

WOW-TV is a complete television operation, first in its field—just as Radio Station WOW has been for 26 years.

Staffed by 40 full-time employees — with four years of intensive television training behind them — and by 70 more AM-TV workers, WOW-TV is operating 40 to 50 hours a week. It is a basic NBC affiliate, with a schedule of NBC and national spot kineoscope, plus local commercial programming which is growing every day.

WOW-TV locally produced telecasts have included every big major event in the Omaha Area in the past two months. Among them: University of Nebraska Football games, direct from Lincoln over a WOW-TV-owned microwave relay system (sponsored by General Electric Dealers); the AK-SAR-BEN Rodeo; "Little World Series" baseball; professional football; wrestling; good dramatics; good variety; good musical shows; locally produced film news and special events.

On October 7 there were 6,000-plus TV sets in use in the WOW-TV service area (within 75 miles of Omaha). Sets in use are increasing at the rate of 400 a week.

WOW-TV has the MARKET, the FACILITIES and the KNOW-HOW to do any kind of television production, at low cost to the advertiser.

Let any John Blair man or WOW salesman tell you the complete WOW-TV story. It pays to buy on a rising market.

WOW-TV

OMAHA, NEBRASKA

CHANNEL SIX

RADIO STATION WOW, Inc.

John J. Gillin, Jr., Pres. & Gen'l. Mgr.,

John Blair & Co., & John Blair T-V, Inc., Representatives.

Management

JERRY IRWIN, for five years with WSGN Birmingham, Ala., as account executive, and before that with staffs of Newell-Emmett Co. and Joseph Katz Co., both New York, appointed general and commercial manager of WTNB Birmingham, Ala.

WILLIAM E. WARE elected president and general manager of KSTL St. Louis, succeeding FRANK E. PELLEGRIN, station's founder, who is now vice president of Transit Radio Inc., New York. Mr. Pellegrin elected vice president of KSTL and remains as director and stockholder. Mr. Ware entered radio at KNOW Austin, Tex., in 1928, shifting to WSYR Syracuse, N. Y., before joining CBS. There he handled news and sports for three years while stationed at WCAU Philadelphia, WKRC Cincinnati and KRLD Dallas. He was general manager of KTHS and KWFC Hot Springs, Ark., for five years, and founded KSWI and KFMX Council Bluffs, Iowa, where he served as vice president and general manager four years ago. He sold his interests in those stations recently to acquire part ownership of KTSL.

Mr. Ware

HAROLD E. MILLER succeeds WALTER O. MILLER as station manager of WGAL-AM-FM-TV Lancaster, Pa.

BRONSON STALEY, announcer for WCMP (FM) Baltimore for past year and a half, appointed station manager.

R. D. HOLMES named general manager of KAST Astoria, Ore.

ROBERT W. PHILLIPS, manager of WSGW Saginaw, Mich., named a vice-president of Booth Radio & Television Stations Inc. at meeting of corporation board of directors Dec. 15. He formerly was sales manager of WSAM Saginaw, and WBCM Bay City. Corporation, which also operates WBBC Flint and WJLB - AM - FM Detroit, changed its name from Booth Radio Stations Inc. to Booth Radio & Television Stations Inc., in view of its increasing emphasis on visual medium. It was voted to spend $535,000 on TV during next five years.

Mr. Phillips

REED POLLOCK, general manager of KDON Monterey, Calif., resigned, effective Jan. 1, to form his own advertising agency. He has been with station since 1935.

EDGAR L. BILL, president of WMBD Peoria, who suffered a severe thrombosis in Chicago Dec. 9, continued to improve last week and oxygen tent was removed. With him at Palmer House is his wife. His doctors report it will be several weeks before he returns to Peoria.

KEITH TYE, station manager of KVER Albuquerque, N. M., is the father of a boy, born Dec. 14.

Respects

(Continued from page 38)

pered under Bob Tincher's guiding hand.

As general manager, Mr. Tincher has proven himself an affable and able administrator. He has established programs and services designed to serve the needs of advertisers and listeners alike.

Adopting the Rotary precept, "He profits most who serves best," he has developed programs to best suit the needs of the predominantly agricultural five-state market area. From WNAX the farmer receives soil conservation advice, methods of handling livestock, weather and markets, while outstanding reporting of the news and live talent programs are blended to present a schedule designed to appeal to rural and city dweller alike.

Large numbers of promotion and merchandising awards, as well as showmanship citations bear testimony to the fact that merchandising and promotion of the Big Aggie station claim and get plenty of Bob Tincher's attention. He believes in "taking talent to town."

Last season the station's barn dance group played to over 70,000 paid admissions in five states. More than 60,000 midwesterners danced to the WNAX Bohemian Band last year to the tune of $1 each. The *Inquiring Farm Reporter* travels "Big Aggie Land" all year 'round, recording grass roots programs from the farms and fields of the Dakotas, Minnesota, Nebraska and Iowa.

Advantageous Location

Mr. Tincher opened auxiliary studios at Sioux City in September 1939. As one of the midwest's outstanding sales centers, Sioux City offered an advantageous location for merchandising contacts and for complete coverage of farm, sports and metropolitan news. The WNAX sales staff, the news, special events and sports departments are now located there.

In June 1941, Lieutenant Tincher, a member of the Cavalry Reserve, was called to active service, for what was to have been one year's duration. Pearl Harbor extended that year to four and a half, during which time Mr. Tincher served nearly two years overseas and rose to the rank of lieutenant colonel. He was awarded the Bronze Star and a citation for the Legion of Merit.

The past 11 years have seen the original WNAX staff of 13 grow to 83 employes. During the first year of Mr. Tincher's management, the station showed a 300% increase in revenue. This year station income is 700% over that original level—business was never better.

The Tinchers—she is the former Roxanna McNay of Des Moines—have four daughters, Carol, 15, Diane, 11, Virginia 10, and Judith 6. Family recitals are the favorite pastime of the family. Father plays the viola, mother plays the piano, one daughter plays the cello and another second violin. At Christmas time it's a Tincher family tradition to bundle up against the winter winds and go caroling together — dad's bass blending with the altos and sopranos of the brood.

One of his community's hardest workers, Bob Tincher is president of the Yankton Chamber of Commerce, past president of the Rotary Club, as well as member of many other civic groups. Even with the heavy demands on his time and energies he engages in regular bowling and hunting. Eugene Katz and C. E. Hooper are among those in the industry who have enjoyed the annual Tincher pheasant hunts.

On the talent side, Mr. Tincher sings a strong bass in quartettes he has organized, and—"This I consider my greatest accomplishment"—he shoots a hard game of golf in the low eighties.

SHAFFER NAMED

Manager of New WJER Dover

MRS. H. C. GREER, owner of WJER Dover, Ohio, new station under construction, has appointed Frank Shaffer as general manager and William McClellan as chief engineer. Additional personnel will be announced at a later date, according to Mrs. Greer.

WJER's opening date has not been set since the Dover grant is dependent on a frequency shift at WHHH Warren, Ohio, allowing WFMJ Youngstown to vacate its present frequency of 1450 kc, making it available for WJER's use. Station hopes to be on the air by February. WJER would operate on 250 w fulltime.

Mr. Shaffer formerly was assistant manager of WKNA Charleston, W. Va., and recently program director at WONE Dayton, Ohio. Mr. McClellan was formerly with WSVA Harrisonburg, Va., and WBCK Battle Creek, Mich.

WQUA CHANGES

Realign Executive Posts

PROMOTION of G. LaVerne Flambo from sales manager to executive vice president in charge of sales has been announced by the Moline Broadcasting Corp. as one of a series of changes at WQUA (AM-FM). Station serves the Quad Cities of Davenport, Rock Island, Moline and East Moline, all in Illinois.

Other changes: Jack Davis, named from sales manager to assistant to General Manager Bruff W. Olin Jr.; Verne Glewse, former chief announcer, placed in charge of all production and coordinator of musical shows; Ann Wyman, formerly in the continuity department, now director of women's programs and put on spot sales; Dan Rafferty, former MBS announcer, appointed chief of the news department, and Bud Dawson, sports editor, made special events director.

Commercial

HERB SCOTT, formerly of WBHB Fitzgerald, Ga., named commercial manager of WARD Johnstown, Pa.

ROBERT E. CHAPMAN named commercial manager for WKY Oklahoma City. He joined advertising department of *The Daily Oklahoman* and *Oklahoma City Times* in 1926, and served in national advertising department of those publications thereafter, with exception of three years (1938-41) when he was WKY's commercial manager. He succeeds LEO HOWARD, resigned.

Mr. Chapman

HAL CHASE appointed commercial manager of KAST Astoria, Ore.

WILLIAM L. WALLACE, formerly with Frederic W. Ziv Co., joins sales staff of KSTP Minneapolis-St. Paul as account executive effective Jan. 1. He was formerly midwest sales manager for John E. Pearson Co., Chicago, and before that account executive in Chicago office of Weed & Co.

DONALD COOKE Inc., New York, appointed national representative for WEAM Arlington, Va., effective Jan. 1.

ALBERT J. GILLEN, member of staff of WSYR Syracuse, N. Y., for four years, appointed in charge of local television time sales for WSYR-TV. He was formerly with Compton Adv., New York.

FRED PEMBERTON, for 15 years sports and special events commentator for BBC, joins commercial department of CKSF Cornwall, Ont.

BOLLING CO., New York, appointed representative for WNEB Worcester, Mass., effective immediately.

ROGER RICE, account executive at KING Seattle, elected first vice president of Seattle Advertising and Sales Club for 1950. He was second vice president during past year.

EUGENE P. WEIL, supervisor of sales for WGY and WRGB (TV) Schenectady, N. Y., elected president of Exchange Club of Schenectady.

NEW
on the Air!
NEWS
That's Fair!
Listen to
FRANK EDWARDS
Starting Jan. 2
Coast to Coast
Mutual Network
10 PM EST
Sponsored by
AMERICAN
FEDERATION OF LABOR

XUM

COLBY College and ABC outlet, WTVL Waterville, Me., played joint host to the Maine Broadcasters Assn. at its annual meeting in Waterville this month. At the head table are (l to r): Frank Hoy, WLAM Lewiston, newly elected president, MBA; Edward E. Guernsey, WLBZ Bangor, retiring MBA vice president; A. Galen Eustis, Colby College treasurer; Harold E. Fellows, WEEI Boston, district director NAB; Lee Williams, WTVL sports commentator and athletic coach, Colby; Creighton E. Gatchell, WGAN Portland, retiring president, MBA; J. Seelye Bixler, president, Colby; Charles C. Barry, vice president of ABC in charge of programs and television, principal speaker; Carleton D. Brown, retiring secretary-treasurer, MBA, and WTVL general manager; Ellsworth W. Millett, director of placements, Colby. Thirty-five broadcasters attended the meeting.

KALTENBORN VIEWS RADIO

Favors 'Too Little' Regulation to 'Too Much'

THERE is genuine concern lest the regulators of radio exercise too much control over the medium, according to H. V. Kaltenborn in his address before the Harvard Law School Forum in Cambridge, Mass., on Dec. 16.

"In this country," Mr. Kaltenborn said, "the government does not run radio. For that most of us are grateful. So far, those who regulate radio have not been allowed to go too far. Some critics say that the FCC does not go far enough in regulating and controlling program content. But, I would always rather have a regulatory body do too little than too much."

One reason why people are less worried about radio today, he said, is because television has become the new "whipping boy" and that the threat it offers to press, radio and the movies, is a key issue in most discussions on modern communications.

"The war did a lot to help radio grow up," Mr. Kaltenborn stated. He said radio did a patriotic job, a conscientious job—and sometimes a distinguished job. Paying tribute to the work of newsmen in this period, he said there is no doubt but that America's new position of world leadership is due in some part to the educational effects of those broadcasts that gave Americans a conscious participation in world affairs.

Mr. Kaltenborn concluded:

"The things that are wrong with radio are direct reflections of certain defects in the American way of life. Too much material emphasis, too little time to do things well, too much concern with easy popularity and quick results. Yet, there are many more good things on the air than most people realize. Perhaps in time we will get more radio stations that strive to hold a quality audience. But even for the mass audience, the quality of both radio programs and radio advertising has greatly improved. After careful study of radio programs in Britain and on the Continent, I still believe that, with all its defects, our system of private ownership and private operation is the best in the world."

NEW type limiting amplifier permitting superior program reception has been installed by KSD St. Louis.

PROTECT YOURSELF, your STAFF, your CLIENTS

from the daily hazard of

LIBEL, SLANDER, INFRINGEMENT OF COPYRIGHT, INVASION OF PRIVACY

Arising from Editorializing, Speeches, Newscasts, Ad libs, Financial Comment, Mystery Plots, Gossipy Announcements, Man-on-the-street Interviews.

Hundreds of Broadcasters and Newspapers guard this continuous hazard with our special, tailored-to-the-risk Insurance.

USE CAUTION—LADY LUCK IS A DESERTER! IT COSTS SO LITTLE TO BE SURE WITH INSURANCE.

For details, write to the Pioneer in this line.

EMPLOYERS REINSURANCE CORPORATION

Insurance Exchange Bldg. — Kansas City, Mo.

NEWSPAPERS

AM Tieups Decrease

SINCE the war, there has been a 5.4% decrease of AM stations affiliated with daily newspapers in the United States, according to an article appearing in the December issue of Emory U.'s Journalism Quarterly. The article, "Cross-Channel Ownership of Communication Media," by Warren Magee, shows that as of May 1, 1949, 24.1% of the stations had tieups with newspapers, as compared with 29.5% ten years ago.

The article says reasons for the decline are:

1. There have been more non-newspaper applicants than before the war.
2. Some interest of newspapers has shifted from AM to both FM and television.
3. The FCC's "non-newspaper" policy—i.e., persons not owning newspapers are preferred by the FCC as station owners over newspaper applicants.
4. Newspaper building programs, stymied by the war, have been reducing capital which otherwise would be invested in stations.
5. Fear that a community might not be able to support additional stations.

However, a growing affiliation of newspapers with other forms of broadcasting and an increase in the replacement of newspaper chains alone with chains which link newspapers, radio, FM and TV stations under a common ownership, were also indicated.

To Probe FTC

FEDERAL TRADE Commission is slated for a probe into its functional operation after Congress reconvenes next week. A review of the Commission is being studied by the House Small Business Committee, which has received complaints that FTC is not adequately carrying out its duties, spokesmen said. Investigators currently are gathering data for the proposed hearing, tabbed for early in the next session. FTC's periodical branch, which passes judgment on all advertising copy from radio, television, and printed media fields, also is expected to come in for scrutiny.

Allied Arts

C. WYLIE CALDER, former announcer-copywriter with WCSC Charleston, S. C., and after that program director salesman, and commercial manager for WTMA, and later manager of WHAN, both Charleston, joins Frederic W. Ziv Co. as account executive. He will cover South Carolina and eastern Georgia areas with headquarters in Charleston. Appointment is effective Jan. 1.

ALAN KAYES, former publicity manager of RCA Victor Record Dept., appointed to newly created position as commercial manager of Red Seal Records. Move designed to bring close liaison between Artists and Repertoire Div., and sales, merchandise, advertising, recording and manufacturing divisions.

SHEPARD CHARTOC, former partner in Chartoc-Coleman Productions and radio-television director of Buchanan Agency, Chicago, joins Jay & Graham research organization as general manager, working at the firm's Chicago headquarters. He is former director of special events and educational programs at CBS Central Div. and also organized radio package division of Music Corp. of America, Chicago.

BERNARD M. HOLLANDER, formerly with CBS, New York, in research and promotion, is now attorney with trial section of anti-trust division, Dept. of Justice, Washington.

BETTY POWELL, former timebuyer at BBDO, New York, appointed radio director of America's Future Inc., non-profit educational foundation. She previously was chief timebuyer at H. B. Humphrey Co., Biow Co., and Maxon Inc., all New York.

PAUL E. FAUST and LYMAN L. WELD announce opening of new headquarters office for *Feature Foods* radio programs in small promotion piece. Shows have been on WLS Chicago for 15 years and now are to be expanded to other major markets. New office is at 230 N. Michigan Ave., Suite 1230, Chicago. Telephone, State 2-6613.

DOUGLAS MESERVEY, special client contact for RCA Victor on NBC *Screen Directors Playhouse*, is the father of a boy, Douglas W. Jr.

Equipment

T. KEVIN MALLEN, vice president of Ampex Electric Corp., named general manager of firm.

B. K. V. (Ben) FRENCH, formerly with Federal Telegraph & Telephone, American Bosch, RCA's License Div. Lab. and Case Electric, appointed application engineer for electronic parts division of Allen B. DuMont Labs Inc., East Paterson, N. J.

JAMES M. SCALES appointed Zenith Radio Corp., sales manager for northwest territory, including Denver, Billings, Portland, Salt Lake City, Seattle and Spokane. He has had more than 18 years of experience in manufacturing and radio appliance sales.

Open Mike

(Continued from page 16)

in search of a clue and is greeted by the proprietor with the following remark: "No doubt you are here in response to my ad in the *News* about our antiques—a very expensive ad, but worth it if it brings customers in my store." Who writes these, newspaper people?

Recently I heard a local station use a fill that went something like this: "The advertising that . . . you read makes your job more secure." Have you ever seen the printed media boost radio?

Have we a medium of our own or are we a hitch-hike medium?

L. Herschel Graves
General Manager
WTAL Tallahassee, Fla.

* * *

Re: 'TV Heaven'

EDITOR, BROADCASTING:

RE: your "whispering campaign" story on the opening of Phillips' "TV Heaven at 611" you might be interested in knowing that the I. T. Cohen Agency, through Sid Wolfe and Alvin Miller, commissioned us to "shoot" the store's opening on film—with the film available for telecasting on Station WMAL-TV that evening.

With the cooperation of Eastman Kodak laboratories here, we completed a film record of the opening, including shots of the store exterior (at night). . . . The entire film portion was three minutes, including an animation leader prepared by Telescriptions, local animation studio. . . .

. . . The Phillips film told a complete story starting with the exterior views, the ribbon-cutting ceremony, the interior shots etc. . . . The film was widely praised.

Al Sherman
President
Sherman Plan Inc.
Washington, D. C.

[EDITOR'S NOTE: Feature box on Philips' store promotion was in BROADCASTING, Dec. 19].

* * *

'Eye Catcher'

EDITOR, BROADCASTING:

In your Nov. 21 issue you carry a picture of four handsome officers of the Ohio Assn. of Broadcasters who are studying an "eye catcher" they have noticed in the Nov. 7 issue of your magazine. Because, of course, of the very concentrated appearance of these four gentlemen, I am wondering if you could add to the caption by telling your readers what is on the page they seem to scrutinizing.

In case you do not have copies lying around of the Nov. 7 issue, I might explain the "eye catcher" apparently is the McClatchy Beeline ad which your makeup department so nicely placed on the second cover. We would like to thank you for the lefthand compliment as well as the fine position.

Evert S. Peterson
Public Relations Dir.
McClatchy Bestg. Co.
Sacramento, Calif.

[EDITOR'S NOTE: OPEN MIKE's editor made a bee-line for the linotypes, to allow observant Mr. Peterson to add-caption that eye-catcher.]

* * *

NARFD Lauds Coverage

EDITOR, BROADCASTING:

On behalf of the National Assn. of Radio Farm Directors, I want to thank you for the fine coverage on the activities in the field of radio farm broadcasting and for your splendid cooperation during the past year.

Phil Alampi
Secretary-Treasurer
WJZ New York

WROV BIRTHDAY

Promotes Family Appeal

WINDUP of WROV Roanoke, Va., campaign to promote the station's third anniversary Dec. 16 featured climactic awarding of $6,000 in prizes for contest tie-in winners and an "Anniversary Party" at the city's largest auditorium, Frank E. Koehler, general manager, reports.

A 13-week telephone quiz with questions built around WROV programs and personalities "for everyone in the family" touched off the promotion. Telephone winners competed through written entry for a 1950 Packard four-door sedan. Calls were made hourly during the period and totaled 1,000 with 70 finalists competing for the prize. Heavy newspaper display in addition to spots and programs were used to promote both network (MBS) and local programs.

Some 30 major gifts were presented during the Anniversary Party at which Freddy Lee and his 14 piece orchestra furnished music and WROV's hillbilly group, the "County Cavaliers," provided specialties. Santa Claus appeared at the celebration and distributed candy to children in the audience. Proceeds of small admission charge were presented to city and county Christmas basket organizations.

45.0
"HOOPER"*
*(average 5 periods, Winter, 1948)
proves
the best buy
in
DANVILLE, VA.
is
WBTM
5kw (d) ABC 1kw (n)
Rep: HOLLINGBERY

PORTABLE AMPLIFIER

for FM ★ AM ★ TV

The only PORTABLE amplifier that gives you all this—

- One sturdy, single unit, containing amplifier, A-C power supply, and batteries—
- Four pre-amplifier channels with high-level mixing—
- Light weight—only 35 pounds including batteries—
- "Battery-saver" filament switch—

ALL IN *ONE* PACKAGE!

COMPARE THEM POINT BY POINT!

	G. E.	Manufacturer A	Manufacturer B
Single case includes AC and battery power supply	Yes	No	Yes
Weight	35 lbs.	29 lbs.	40 lbs.
Number of Mixers	4	3	4
Number of pre-amps	4	3	0
Accessibility	Excellent	Fair	Poor
Test tone	Yes	No	No
PA Connections	Yes	Yes	No
Both normal and high headphone levels	Yes	No	No
Rated power output (dbm)	+18	+18	+10
Max. power output	+24	+20	+17
Line isolation pad (db)	6	2	2.5

PERFORMANCE-ENGINEERED AT ELECTRONICS PARK

General Electric Company
Electronics Park—Bldg. 1, Room 1
Syracuse, New York

Please send me free bulletin containing specifications, plus price information, on the G-E single unit Portable Amplifier.

NAME.....
ADDRESS..... STATION.....
CITY..... STATE.....

GENERAL ELECTRIC

Labor

(Continued from page 29)

stirred considerable unrest.

NABET, for example, lost its WOR membership to IBEW because WOR members felt NABET had not taken a strong enough stand in negotiations. WOR engineers felt that NABET's settlements at ABC and NBC (which incidentally did carry wage increases) were not good enough and had cut ground away from their own later bargaining.

It is significant of the temper of the times that WOR engineers felt the way they did about NABET at a time when NABET was as scrappy as any union in the radio field. A radio labor leader's lot was not a happy one in 1949.

Although radio labor did not register any big-scale wage victories in 1949, it is not to be thought that radio employment was an uneconomic investment of labor's only commodities—time, skill and will to work.

One network, which raised its payroll slightly during the year, was at the year's end paying its employes an average of a little less than $100 a week. It was conceded that big payments to certain top executives and staff performers did much to raise the average, but the figure still remains significant.

Employment Rise

It also seemed likely that radio labor would equal or surpass in numbers last year's employment figures. Last year, the FCC reported for the week of Oct. 16, 1948, that seven networks and 1,613 full-time stations employed 37,451 employes (excluding top executives and their immediate assistants) and paid them $2,573,021 for the week. That figures to a little less than $68.75 average pay per week, high for any industry. When tabulations are made by the FCC for 1949, that figure is expected to be even higher.

BROADCASTING learned that the three biggest employers — ABC, CBS and NBC—despite much celebrated economies and, in two cases, extensive firings, each had employment increases during the year.

The three networks in the aggregate have 7,065 on the payroll now, as opposed to 6,625 last year, an increase of 440. DuMont Television Network employment also showed a big spurt during the year, adding 74 employes to increase its total to 313 as compared with 239 in 1948.

CARL DOZER (r), WCAE Pittsburgh sales manager and president of Pittsburgh Ad Club, completes head table foursome at the club's Nov. 29 meeting which featured Leland Stowe, European editor of the *Reporter*, who spoke on the U. S. future after the Marshall Plan. In the group are (l to r): W. Everett McLaine, public relations director, U. S. Steel Corp.; J. Earl Elder, merchandising director (Pittsburgh area), Sears, Roebuck & Co.; Mr. Stowe, and Mr. Dozer.

Labor costs, however, have gone up tremendously due primarily to the need to hire new skills for television. For example, at ABC total payroll shot up 26% in 1949.

Men like Howard L. Hausman at CBS, Ernest de la Ossa of NBC, and Frederick Lynch Jr. at ABC, who handle labor relations for their respective networks, can be expected to have a busy year ahead.

CBS has 85 contracts with 15 international unions and many of them will have to be renegotiated in 1950. NBC has 52 pacts with 12 major unions and 25 of these agreements will come up for renewal during the coming year. ABC deals with 11 big unions and has 40 contracts with them, of which seven important ones will expire in 1950.

From the unions' standpoint, these highlights can be focused upon:

American Federation of Musicians—1950 may see the first agreement with the television industry on the use of music on video films. AFM President James C. Petrillo has made proposals to the industry that would end the AFM ban on music in TV films. The industry is in process of framing counterproposals.

American Federation of Radio Artists—AFRA's contracts with the major networks expire during the year. While that renegotiation will be a major effort, it is expected also that the union will deploy considerable energy in extending its areas of organization. Between its 1948 to 1949 conventions, it had organized 26 new stations.

RWG Contracts

Radio Writers Guild—Staff network contracts come up for renegotiation in September. RWG also is awaiting NLRB certification for freelance writers employed by sponsors, agencies and independent producers; if such certification comes in, an agreement already negotiated, will come into force, retroactive to Nov. 4, 1948.

International Brotherhood of Electrical Workers—Its major radio negotiation for the year will be in May with CBS. It has many important negotiations coming up with independents. Wage increases will be sought.

Radio and Television Directors Guild — Network negotiations are already under way. Several important independent station contracts expire during the year.

National Assn. of Broadcast Engineers and Technicians—In May, NABET's pacts with ABC and NBC expire. NABET also is currently in scraps with IBEW and IATSE over television jurisdiction. Additionally, NABET, an independent union, is seriously considering joining either an AFL or CIO group; along this line, it has an Affiliation Committee studying proposals to join Communications Workers of America (CIO), or one of the two AFL unions, IBEW and IATSE. The coming year may see a decision on these proposals.

International Alliance of Theatrical Stage Employees — This giant of the moving picture industry has been slowly moving into television. There is considerable grounds for believing it will move in faster in 1950. Its president, Richard F. Walsh, has told his key men: "I want to urge you, if any television stations open up in your jurisdiction, to get right to work." IATSE currently is in a jurisdictional dispute with NABET over lighting engineers at NBC and ABC, with an NLRB decision expected in these cases.

Radio Guild, United Office and Professional Workers, CIO—This organization's biggest contract is for CBS white collar workers in New York. It currently will have to prove before the NLRB that it still represents a majority of such workers. If recertified, bargaining would follow.

Television has burst on radio labor with an explosive force that has caused many unions to adopt a "me first" attitude, either defensively or aggressively. The result has been inevitable jurisdictional disputes, sometimes complete inaction and bad feeling bordering on warfare.

Live Question

This has been the case especially in the field of talent. The "live" actors' unions of the Associated Actors and Artistes of America spent almost the entire year trying to form Television Authority, one big union for all video performers.

TVA finally was voted into being in November, but over the loud objections of the Screen Actors Guild and Screen Extras Guild, also members of the 4A's, who refused to acknowledge that TVA could have any authority over video films. Although TVA was formed with the understanding that the film jurisdictional problems would be mediated, there is disagreement over a big fundamental—what exact area is to be mediated.

It also was hoped that if the screen guilds would not join TVA, they would become partners with it in administering TVA jurisdiction. This has not happened. Meanwhile, the screen guilds already have begun to negotiate for their members with film companies producing video pictures. TVA has not yet started bargaining.

The performers' video jurisdiction tangle is one that 1950 may see straightened out. As the year ended, however, it looked as if there would be considerable strife before peace could be made.

Similarly, television writers got into a jurisdictional tangle. Au-

(Continued on page 77)

Gates *has it*

IF IT IS FOR A
BROADCASTING STATION
GATES RADIO COMPANY
QUINCY, ILLINOIS
TELEPHONE • 522
WASHINGTON, D. C.
TEL. METROPOLITAN 0522

SCRIPT AWARDS

AER Plans 1950 Contest

SPONSORS on the regional and local level are needed in plans for next spring's National Radio Script Contest of the Assn. for Education by Radio, Sherman P. Lawton, contest director, said last week. The contest, by offering prizes to college writers, attempts to stimulate good radio writing at the college level and help the industry discover promising authors.

National sponsors—such as Audio Devices Inc., *World Book Encyclopedia* and the School Broadcast Council—already have indicated interest in continuing their support for the contest's third year, Mr. Lawton said. Promotion of the contest and publicity advanced by educational organizations, educational, radio and writers' publications, are directed toward several hundred schools, according to the association.

The sponsorships will determine the type of classifications in the contest, Mr. Lawton pointed out. Last year's contest found the National Safety Council offering prizes for scripts on the subject of safety and the Chicago's School Broadcast Council sponsoring the Harold W. Kent Award for the best scripts on American history.

Manufacturers of radio and TV receivers are encouraged by the association to serve as national sponsors, while stations are advised to enter the plans as regional sponsors, Mr. Lawton said. Inquiries may be made to National Script Contest Office, U. of Oklahoma, Norman, Okla.

'Town Meeting' Project

NEW series of "Town Meeting" clinics for radio servicemen has been set in motion with the entire set manufacturing industry invited with distributors to join the project, formerly confined to Radio Mfrs. Assn. A. T. Alexander, Motorola Inc., was named chairman of the new committee to work out voluntary program.

Programs

GIVING its all in an effort to cover sports events of interest to its listeners is KRKO Everett, Wash. Station recently broadcast two football games at same time when date of important junior college playoff was changed to coincide with airing of local high school game. Program director and chief engineer monitored both games and managed to air most exciting parts of both, with program director bringing listeners up to date on each game as it faded in. KRKO broadcast another junior college tiff in Pasadena, Calif., a distance of 981 miles.

Distant Coverage

USING a plane, film crew of WOW-TV Omaha, Neb., covered recent Swift Packing Plant explosion in Sioux City, Iowa. Disaster was aired at 7 p.m. the same night on film taken by WOW crew that day. Films were flown to New York for use on NBC *Camel TV Newscast* less than 30 hours after the blast. Crew, which was headed by Harold Storm, simultaneously covered explosion for WOW-AM news which aired reports at noon on Wednesday, and gave eye-witness coverage by station staffer at 5:30 p.m. AM crew also originated Alka-Seltzer *News of the World* network show Wednesday evening. Catastrophe occurred 100 miles from Omaha.

Awarding Aired

WHEN Col. Charles A. Lindbergh received second annual Award of Aero Club of Washington, WMAL Washington was on the spot for ABC. Award was made at dinner of club Dec. 17 by Louis Leverone of Chicago, president of National Aeronautic Assn.

Football Airings

COVERAGE of college and high school football games as far distant as Pensacola, Fla., has been feature of KSIG Crowley, La.'s service to its listeners during grid season. Station was able to air games 400 miles away by use of two complete broadcast crews and airline services.

Mental Hygiene Series

HALF-HOUR series dramatizing problems of mental health has been started on KFMV (FM) Hollywood in cooperation with Norwalk State Hospital. Written and performed by patients at the hospital, programs are attempting to show how psychiatry and medicine cope with mental problems.

Safety Drive

NBC's *Father Knows Best* has been chosen by Inter-industries Highway Safety Committee, Washington, D. C., as program on which it will concentrate a better and safer driving campaign among teen-agers. The Jan. 5 broadcast of show will be devoted to campaign, with subsequent shows throughout year carrying various promotional tie-ins with the drive. Benton & Bowles Inc. is agency on program sponsored by General Foods (Maxwell House Coffee).

Dual Recipients

BOTH orphan children and Baltimore's football Colts pro team will benefit from two-hour variety show to be telecast from Maryland Casualty Auditorium Jan. 14 over WMAR-TV Baltimore. Station's listeners are requested to buy tickets for special Colt's exhibition game to be held next August. By doing so, contributors gain admission to WMAR-TV telecast for orphans of the area, and help their professional football team. Air time for variety show purchased by National Brewing Co. of Baltimore.

WQXR SURVEY

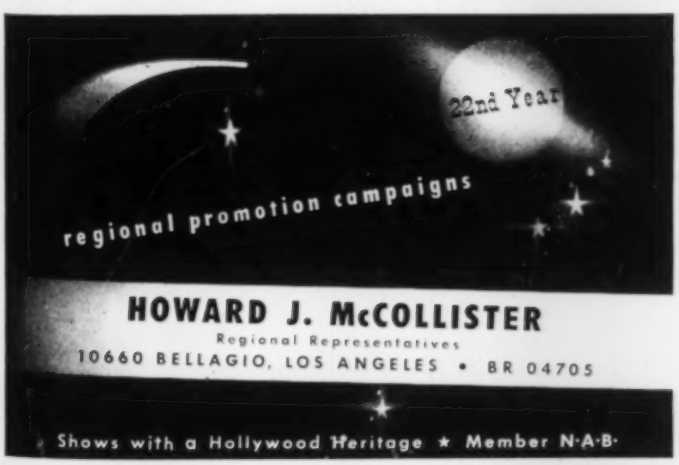
Studies Audience Makeup

A CONTINUING study of the WQXR New York audience from a qualitative standpoint has been undertaken by the station and The Pulse Inc., New York radio audience research oragnization. First findings will be shown to advertisers and agencies on request. According to the survey, WQXR listeners number twice as many families with incomes over $7,500 yearly as non-WQXR listeners. Also, more than three times as many heads of families among WQXR listeners are college graduates than in the non-WQXR group.

Purpose of the survey, first of a monthly series, is to establish audience characteristics on a comparative basis. Samples were taken among known WQXR listeners and proven non-listeners to the station, and identical questions were asked. Questions covered revealed age and sex of family members, family size, education and occupations of head of family, and total family income.

Cleveland Poll

ARTHUR GODFREY, CBS star, won the Cleveland *Plain Dealer* radio poll for the area for having the most popular program, personality and variety show. The poll, held for 20 years, is said to be the nation's oldest continuous census of fan opinion.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Regional Representatives
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Wedding Samba
Third Man Theme
DJ-821

WAYNE
KING
Melissa
Come Dance With Me
DJ-822

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Copper Canyon
Confidentially
DJ-820

*"DJ" disks couple the cream of the RCA Victor hits for your convenience!

RCA VICTOR RECORDS

WKJF PROGRAMMING

Transit Use Successful

REORGANIZATION at WKJF (FM) Pittsburgh, is virtually complete and the station is now concentrating basically on Transit Radio, according to Charles E. Dewey Jr., general manager. Mr. Dewey said the new programming is enjoying considerable success and the almost uninterrupted use of music had increased the WKJF home audience tremendously.

In addition to Mr. Dewey, the present WKJF staff includes the following: C. F. Kreitzer, commercial manager; Clarence Rulong, chief engineer; Roger Kelly, program director; A. A. Borgen, transit installation supervisor; Frank Dometrovich, Eldon Ice, Nick Fannelli, engineers; Tom Lavelle and Ralph Weithorn, announcers; Mary Conley, production manager. WKJF operates on 93.7 mc with power of 20 kw.

KOIN Beat

KOIN Portland reports it scooped the nation on Dec. 15 with first word that Ruth Aberle had been found. The 16-year-old girl of Kelso, Wash., had been lost for four days. KOIN's beat came about in an unusual way following Production Director Bili Mears' arrangement of a routine telephone check from Portland to the search area via amateur short wave radio. While ham operators talked for the transcription to be used on KOIN's *Feature Story* that evening, news of the girl's discovery was excitedly given. News Editor Dale Denny immediately gave listeners the bulletin, minutes before the news services flashed the word over their wires. On-the-spot account was released to the community and re-broadcast at 5 p.m. as the highlight of *Feature Story*.

Promotion

WLS Chicago and Sears, Roebuck & Co. are cooperating in square dance promotion, plugging new Sears square dance wallpaper pattern and station's *National Barn Dance*. Between Dec. 15 and New Year's, Sears is building display windows and newspaper advertisements around theme "Let's all have a square dance New Year's Eve." Each window has blow-ups of *National Barn Dance* stars, Bob Atcher, Lula Bell and Scotty, Dolph Hewitt and Capt. Stubby and the Buccaneers. Station, in turn, mentions windows and new wallpaper. WLS is planning "world's biggest square dance" for broadcast New Year's Eve. John Drake, station promotion manager, and J. L. Rounds, national retail sales manager for Sears, said this initial tie-up is expected to lead to a bigger one in March.

'Best Bet'

WXYZ, Detroit ABC outlet, has produced and distributed brochure titled "Your Best Bet—Both Ends of the Alphabet—WXYZ-ABC," written for use of advertising agencies and time-buyers. In addition to data and information about WXYZ and WXYZ-TV, brochure gives complete picture of Detroit market. Also included are series of testimonials from advertisers and agencies on promotional and merchandising helps given by WXYZ.

WDET-FM Brochure

SIX-PAGE brochure emphasizing the station's coverage of the union member market of the city has been produced and distributed to advertisers in the Detroit area by WDET-FM Detroit. In addition to statistics on buying power of WDET listeners, there is graphic demonstration of promotions put on by station to aid advertiser. On back page is copy of rate card, plus stamped postcard for advertiser to mail for information.

KSJO Luncheon

SOME 40 representatives of leading radio-active agencies in San Francisco Bay Area were guests at promotional luncheon given fortnight ago at San Francisco Bohemian Club by KSJO San Jose. Theme of KSJO presentation was: "Join the success parade and cash in on the rich coverage of San Jose's leading stations—KSJO-AM and FM."

Market Statistics

BULLETIN sent to trade by WFAS-AM-FM White Plains, N. Y., concerns Westchester County, N.Y., "wealthiest county in the country." Half of page is devoted to reprint of state tax statistics with graphs showing large percentage of personal taxes for which population is liable. Bulletin is headed, "Westchester . . . The Quality market of the Nation . . ." and concludes, "Westchester Listens to WFAS, WFAS-FM 'The Quality Music Stations'."

Station's Folder

RED, yellow and black folder sent to trade by WSAM Saginaw, Mich., features pictures of station and its facilities. Inside of folder shows station's coverage area, pointing out its triple market feature. Data on three counties covered by WSAM as supplied by BROADCASTING MARKETBOOK is given. Back of promotion piece is covered by narration illustrating industries located in WSAM's coverage area.

Historical Brochure

BEAUTIFULLY finished booklet has been mailed to trade by CFQC Saskatoon, Sask. Complete with colored and black and white pictures, booklet relates story of founding and development of CFQC. Highlights in station's history are recounted, and its pledge to continue its public service is affirmed in booklet.

Football Popularity

LEADING backfield player and lineman from ranks of high school grid stars of Lower Anthracite region selected through WPPA-AM-FM Pottsville, Pa. Ed Romance, sportscaster for WPPA, presented winners with trophies based on votes of more than 18,000 postcards sent to station by listeners. Special show was aired for the occasion from local theatre, drawing crowd of between two and three thousand people.

Personnel

JOEL CHASEMAN, with WAAM (TV) Baltimore since October 1948 as c.m.c. of *WAAM Sports Room* show, appointed publicity director. **HARRIET GEORGE** remains in charge of WAAM local publicity.

BOB THOMPSON, former member of ABC press department, joins WNEW New York as assistant to **RICHARD PACK**, station's director of publicity and special events.

BARBARA HATHAWAY, writer in ABC Hollywood promotion department, and David R. Wachner were married Dec. 21.

CANADIAN government has approved estimates of $2,753,000 for CBC international service which is run by CBC for Dept. of External Affairs on shortwave frequencies at Sackville, N. B.

LOBBYING UNIT

Issues 'Progress Report'

FIRST "progress report" on its investigation of pressure groups and tactics was issued last Monday by the House Select Lobbying Activities Committee.

Rep. Frank Buchanan (D-Pa.), chairman of the seven-man group and author of legislation (H Res 298) to authorize the special probe, announced that his investigators have begun digging into the records of "acknowledged lobbying organizations," which he did not identify. Committee has reached no decision as to what groups or federal agencies will be subject to "intensive" Congressional inquiry and public hearings.

Members of Congress and other individuals have been asked by Rep. Buchanan to provide "leads" on possible violations of the Lobbying Act, and suggestions for detailed investigations. The information will be assembled into a catalog for the guidance of the committee, he said.

Questionnaires sent to Congress and other sources list ten points, three of which deal with lobbying practices of government officials and agencies. Objective is to seek information on lobbying abuses and specific agency lobbies looking toward possible violation of the Criminal Code.

An additional questionnaire is being prepared for distribution among 2,000 lobbyists and lobbying organizations registered under the Lobbying Act. Their recommendations will be solicited.

PEARSON ACTION

Court Grants Amended Filing

DREW PEARSON, ABC commentator and newspaper columnist, in his libel action against Westbrook Pegler, King Features Syndicate and Consolidated Hearst Publications Inc., Dec. 14 was granted leave by New York Supreme Court Justice Thomas A. Aurelio to file amended complaints increasing the damages sought from $500,000 to $1,200,000 [BROADCASTING, Dec. 5].

Two days before, an affidavit filed on Mr. Pegler's behalf, charged that Mr. Pearson's original counsel, Greenbaum, Wolff and Ernst "had no stomach" to try the action and that neither have his new lawyers, Poletti, Diamond, Roosevelt and Mackay. Mr. Pearson's suit grew out of columns by Mr. Pegler attacking Mr. Pearson for criticizing the late James V. Forrestal.

DISCUSSION program, *Let's Talk It Over*, consisting of talks between PTA members and students, being aired over WINX Washington. Show was on WGAY Silver Spring, Md., for past two years.

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Columbus, Ohio

Radio Consultants
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● SALES PROMOTION

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WJBC Power Plant

NEW power plant at WJBC (AM-FM) Bloomington, Ill., was put into operation Dec. 7 marked by an evening program celebration emceed by Jim Ameche, radio star. The *Daily Pantagraph*, which owns the station, publicized the event with a nine-page spread. Special emphasis was placed on additional range expected from the new-type AM and FM transmitters, 400 foot tower and other modern equipment. WJBC, an ABC 250 w outlet, highlights sports in news.

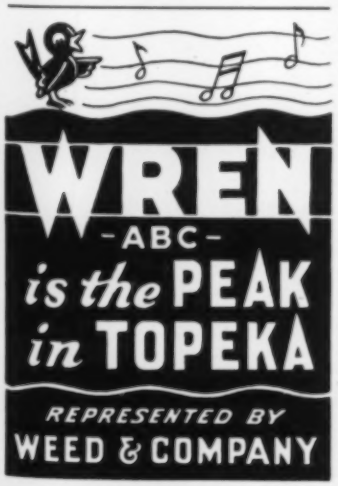
SWIFT BLAST

Causes Radio News Fever

SWIFT & Co. plant explosion that killed 18 persons and injured 150 Dec. 14 sent Sioux City radio newsmen into feverish activity. Within a few minutes after the blast, Bill Slattery, of the WNAX news staff, and Don Soliday, KCOM reporter, were on the scene.

Mr. Slattery's telephonic report was broadcast at 12:35 p.m., about one hour following the explosion, over Art Smith's *Noonday News* program. In addition, reports by Bob Buchanan were requested and fed to 10 stations as far away as Boston. Mr. Slattery then recorded special reports at the scene for Morgan Beatty, NBC commentator; Taylor Grant, ABC news analyst, and a special description for WOW-TV Omaha. By 6 p.m., WNAX says, three broadcasts were emanating from the studio.

Workers who had escaped from the explosion unscathed were interviewed by Mr. Soliday and Shel Singer of KCOM. For the remainder of the day, KCOM says, the station placed its facilities at the disposal of Red Cross units, the police and fire departments and disaster crews. Station announced names of victms and pickups from city's four hospitals aired names and conditions of the injured. KICD Spencer, which monitored KCOM's coverage, alerted the Spencer Flying Club to fly blood donors to Sioux City. Plea for donors voiced by all area stations drew immediate response.



Technical

CAMERON G. PIERCE, KECA-TV Hollywood engineering operations supervisor, appointed member of Video Techniques Committee of Institute of Radio Engineers.

BRUCE WHITWELL joins KAST Astoria, Ore., as chief engineer.

SCIENTIFIC Instrument Section of RCA Engineering Products Dept. announces highly regulated d-c power supply, designed for any application requiring voltage between 10 and 50 kilovolts with maximum current requirement of two milliamperes. It makes ideal accelerating supply for cathode-ray tubes in experimental equipment or as permanent set-up for the testing of these tubes, firm said.

TOM SUMNER, formerly ABC and KECA-TV Hollywood mail room clerk, transfers to KECA-TV engineering operations department.

ELECTRONIC PARTS DIV., Allen B. DuMont Labs, East Paterson, N. J., announces production of new four-section inputuner incorporating latest Mallory-Ware spiral-type inductuner. Inputuner doubles gain over previous DuMont inputuners and has greatly improved selectivity.

BROADCAST SECTION of RCA Engineering Products Dept. announces new light-weight tripod (TD-11) for mounting microwave relay receivers or transmitters, or field or studio TV cameras.

Labor

(Continued from page 74)

thors League permitted creation of a Television Writers Guild. Radio Writers Guild, also a member of Authors League, opposed TWG and so did Screen Writers Guild, the latter wanting to retain jurisdiction over TV films.

The result was a compromise leading to formation of the Authors League's National Television Committee, which, made up of representatives of the various Authors League guilds, will for the time being have video jurisdiction. TWG, meanwhile, has become a "group" instead of a union in the Authors League set-up. Despite the confusion, the coming year doubtless will see the start of bargaining for television writers.

Labor Pains Ahead

From all the foregoing, a total picture emerges. That picture shows that broadcasting labor is fairly well paid and is increasing in numbers. It shows, however, that there are considerable elements of unrest, with television, despite its future promise, currently being a divisive force and an argument for the need to hold down salaries. It shows that although broadcasting employment is not unhealthy, it is apt to have considerable labor pains in 1950.

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PRESTO IS YOUR DISC
When you've spent a lot of money for a *Flat* system but still find your discs giving you this:
FREQUENCY RESPONSE
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On Presto discs high frequencies stay up where they belong. They never roll off!
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'DUTCH UNCLE'

400th KFH Business Talk

SERIES of talks called *Dutch Uncle Talk* marked its 400th broadcast by Ralph S. Hinman, Wichita's Chamber of Commerce business protective bureau member, over KFH-AM-FM Wichita, Kan., late in November.

In recognition of his better business, anti-racket talks, Mr. Hinman received a landfall of telegrams and letters lauding him on his anniversary broadcast Nov. 20, station reports. Many of the messages came from Better Business Bureaus throughout the country wishing Mr. Hinman continuing success on KFH and hearty congratulations.

Mr. Hinman (l) reads anniversary messages to Frank V. Webb, KFH general manager.

* * *

Mr. Hinman, who pointed out to his listeners that "rackets are the same wherever you find them," designs his talks to weed out rackets and racketeers from legitimate business and businessmen. His programs also explain false claims in advertising and attempt to build confidence in the legitimate businessmen. The program, heard each Sunday at 10:15 p.m., is sponsored by the local business protective bureau.

Production

DAVID E. BIGLEY, former program director of WJOI Florence, Ala., joins WLAN Lancaster, Pa., in same capacity.

FRANCES ANDERSON appointed program manager for KAST Astoria, Ore.

GRETCHEN GOODWIN, with WHKK Akron, Ohio, for two years as commentator on *Listen Ladies* and other programs, appointed continuity director.

TED JAFFEE, former chief announcer at WMBZ Vineland, N. J., and **ALLAN HERNDON,** former freelancer in Washington, joins announcing staff of WMCP (FM) Baltimore.

CHARLES WHITE McGEHEE, continuity director of WSGN Birmingham, Ala., for six years and prior to that news director for WSKB McComb, Miss., appointed program director for WTNB Birmingham.

JERRY GAINES, former disc jockey and chief announcer for WPPA Pottsville, Pa., joins WHAT Philadelphia as announcer.

Expensive Chatter

IN ORDER to cut down on chatter between musical selections, announcers on CHUM Toronto, Ont., are fined $1 for talking more than 60 seconds on disc shows. Special time clock sounds off with Bronx cheer if limit is not observed and announcer pays up. Money collected, and there has been quite a bit, is donated by the station to the building fund of the Hospital for Sick Children.

CAL TINNEY, story-teller, lecturer and newsman, joins KRMG Tulsa, Okla., to do four daily shows. He formerly did ABC's *Relax with Cal Tinney* and NBC's *If I Had the Chance.*

JENS GOTTHARDT, new to radio, appointed record librarian of CKSF Cornwall, Ont.

TOM SARNOFF, graduate of Stanford U. Graduate School of Business, and son of Brig. Gen. David Sarnoff, chairman of board of RCA, joins KECA-TV Hollywood as assistant to **Philip Booth,** program director. He will serve as liaison between programming and sales departments of station.

BERNARD LYNCH, formerly of 2SM Sydney, Australia, and **GORDON ROBERTS,** previously with 4ZB Dunedin, New Zealand, join announcing staff of Lourenco Marques Radio, Johannesburg, South Africa.

NORMAN GRANT replaces **BEN WAMPLER,** resigned, as art director on television program staff at NBC's Central Div., and WNBQ (TV) Chicago.

PHIL WALKER, formerly with KTMS Santa Barbara, Calif., joins KNBC San Francisco as announcer.

LEIGH STUBBS, formerly of CKEY Toronto, joins CHUM Toronto, as program director, succeeding **LARRY MANN.** Miss Stubbs started with CKOC Hamilton, nearly 13 years ago, and also has been with CHML Hamilton, Canadian Broadcasting Corp., Toronto, and CJAD Montreal.

BERNIE SHEDLOCK, formerly of WCIV Connellsville, Pa., joins announcing staff of WARD Johnstown, Pa.

ETHEL MACK, formerly with KOWL Santa Monica, Calif., joins KCBS San Francisco as writer on *Jane Todd Show.*

DICK THOMAS, former staff announcer and music director at WLEA Hornell, N. Y., joins WGVA Geneva, N. Y., as announcer and disc jockey. He previously was with WCBA Corning, N. Y., and Pedlar & Ryan, New York.

JOHN CLAAR, KTTV (TV) Los Angeles director, goes on four-week leave of absence today (Dec. 26) to direct Century Theatre's production of "The Fabulous Invalid." He is founder and director of Century Theatre Group.

MIKE HOPKINS and AL COLLINS, announcers of CHUM Toronto, have joined production management staff of CKDO Oshawa.

JOSEPH SPERY, professional musician and former radio sound technican at NBC Chicago, appointed assistant director on WNBQ (TV) program staff. He recently won an RCA scholarship to Tanglewood (N. J.) Music Festival.

HERB FONTAINE, program director at WCOU-AM-FM Lewiston, Me., cited by National Research Bureau Inc. for his *Housewife's Quiz* show, aired 9:30-10 a.m. daily.

ROBERT LEE JOHNSON, KFI-TV Los Angeles canasta and bridge expert, appointed Pacific Coast Commissioner of National Canasta Laws Commission.

J. B. CLARK, announcer at WBT Charlotte, N. C., for several years and before that program director for WRAL Raleigh, WDNC Durham and WAYS Charlotte, all North Carolina, appointed assistant to **GRADY COLE,** commentator with WBT.

STEVE ALLEN, Columbia Pacific Network disc m.c., is the father of a boy, David.

SAUL HALPERT, ABC-Hollywood newswriter, is the father of a boy, James.

POLISH SHOWS

Programs Hit

ACCUSATIONS of Communist propaganda were fired at foreign-language broadcasts aired on three stations in a report released Dec. 14 by a Senate Judiciary subcommittee probing activities of a Polish shipping line.

Investigation centered around Gdynia-American Line Inc., a wholly-owned enterprise of the Polish Communist government, and its sponsored broadcasts on WHBI Newark, N. J., WEDC Chicago and the now-defunct WNYB Kenmore, according to Sen. Herbert R. O'Conor (D-Md.), acting chairman of the immigration and naturalization subcommittee.

Meanwhile Sen. O'Conor has called upon FCC and J. Howard McGrath, Justice Dept., to initiate a probe of the company's propaganda activities. He said he is convinced the line used broadcast facilities to peddle propaganda "far beyond the scope of legitimate business." Neither agency had filed a reply, spokesmen said Wednesday.

Basis of Report

The report made clear that the program "was instigated at the demands of the Polish consular and diplomatic representatives in this country" rather than officials of the ship line.

The weekly radio program was first begun in 1946 over WNYB Kenmore and later extended to the Newark and Chicago outlets. (WNYB was changed to WXRA Kenmore in March 1948.)

Apprised of the fact that the Senate subcommittee had cited WEDC for carrying alleged Polish Communist propaganda, Frank J. Kotnour, manager, declared:

"We definitely don't carry Polish Communist propaganda. We wouldn't jeopardize our station license for a couple of bucks. Too much is at stake. We're in the automobile business too, you know."

WEDC is owned and operated by Emil Denemark, Chicago Cadillac dealer. The station carries Polish programs from 9 to 9:30 a.m., Monday through Saturday, from 10 to 11 p.m. Saturday, and from 7 to 8 p.m. Sunday.

WHBI decided to cancel the program effective yesterday (Dec. 25), primarily because it was the only foreign language show on the station.

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XUM

Etaoin Shrdlu

QUOTE: "The view that our culture is indigenous and not to a large extent syncretistic, is lacking in historicity."

This passage from a brief filed on behalf of FCC General Counsel Benedict P. Cottone in the Boston 950-kc case [BROADCASTING, Dec. 19] caused much head-scratching among less pedantic grapplers with the grammatical gyrations of government gobbledegookers. Roughly, they translated it to mean: "The notion that the U.S. ain't made up of a lot of different sorts of people is a lot of malarkey."

GATES BRANCH

Houston Unit Set Jan. 15

PLANS for the opening of a new southwestern factory branch in Houston and appointment of Wayne E. Marcy as branch manager and Joseph Woods as store manager have been announced by L. I. McEwen, executive vice president of the Gates Radio Co., Quincy, Ill., broadcast equipment manufacturers.

Mr. Marcy

Mr. McEwen said the new Gates branch located at 2700 Polk Avenue, will be fully stocked and open for business by Jan. 15. The factory will carry complete warehouse stock of all Gates manufactured products and other equipment normally jobbed by the firm, he said.

"SELLING ADVERTISING" is title of course scheduled for presentation during winter quarter at U. of Denver College of Business Administration. Course will deal with duties of account executive, space and time salesmen, and jobs of those who sell various specialized forms of advertising.

FOREIGN-LANGUAGE

FCC's Cottone Hits Findings

FCC's GENERAL COUNSEL fortnight ago entered formal objections to a hearing examiner's criticism of the objectives of foreign-language programs and their role in a balanced program service.

So did counsel for the applicant at whose program proposals the examiner's criticisms were directed —Joseph Solimene, one of six contestants for the 950 kc, 5 kw, daytime assignment vacated by the deletion of WORL Boston.

The initial decision was that of Examiner Hugh B. Hutchison, who held in connection with Applicant Solimene's foreign-language proposals that, "in general, such programs may tend to destroy all incentive to learn English" [BROADCASTING, Nov. 7]. Examiner Hutchison favored a grant to Pilgrim Broadcasting Co., one of the rival applicants.

General Counsel Benedict P. Cottone's exceptions, filed Dec. 15, were not directed at Examiner Hutchison's preference for Pilgrim or at his findings that (1) Mr. Solimene proposed to devote a disproportionate amount of time to Italian-language broadcasts and that, (2) assuming a need for foreign-language programs, Mr. Solimene proposed to allot inadequate time to such broadcasts.

The General Counsel's exceptions were directed instead at the decision's suggestion "that foreign-language programs may not serve a useful purpose and are not a proper part of a balanced program proposal."

The General Counsel also thought Examiner Hutchison's 70-page decision too long. He said the "voluminous findings" seem to contain "much unnecessary detail," and observed that "decisions of this length lay a very heavy burden on the parties and on the Commission and its staff."

Norman E. Jorgensen, Washington counsel for Mr. Solimene, went much further in his criticism of the examiner's decision.

He went into detail in his contentions that foreign-language programming serves a useful purpose in the public interest, asserting:

> **Obviously, the hearing examiner has forgotten that we live in "one world"; a distinctly chauvinistic approach to radio broadcasting in the U.S. does not help to lead us down the road to a world community of nations.**
>
> **What is more, the examiner has taken only one minor objective of the proposed programming and magnified it out of all reasonable proportion to its setting in the overall purposes for satisfying the variety of broadcast needs, foreign language and otherwise, in the Boston area.**
>
> **. . . Our nation-wide community and probably its very greatness is but a product of the very melting-pot within which these groups of diverse background now find themselves. A third, fourth, or even fifth-generation American is himself a product of this melting-pot—it is almost axiomatic that the very strength of these United States stems from the diverse and many-sided origin of its population. . . .**

Mr. Solimene's brief maintained that the examiner failed to apply all FCC policies equally upon all the applicants.

It also questioned the propriety of an arrangement whereby Frederick W. Roche and Richard Maguire, counsel for the successful applicant, would acquire a combined 20% interest in the company if its application is given final approval.

Beacon Broadcasting Co., another unsuccessful applicant in the examiner's decision, also took exception to Examiner Hutchison's conclusions, contending its own application should have been preferred.

Filed by Arthur Schroeder, Washington attorney, Beacon's brief argued that the initial decision overemphasized some factors to give preference to Pilgrim while de-emphasizing the same considerations as related to Beacon.

Beacon contended the decision failed to give proper recognition to the extent to which its ownership would take part in the management of its proposed station, and that not enough weight was given to the radio experience represented in its ownership as against that of Pilgrim.

Pilgrim is owned by 22 stockholders, headed by Messrs. Roche and Maguire with Arthur Haley, WBMS Boston time salesman, as station manager and 4% stockholder. Other applicants, aside from Mr. Solimene and Beacon, were Boston Radio Co., Continental Television Corp., and Bunker Hill Broadcasting Co.

The 950 kc daytime frequency became vacant when WORL went off the air last May, following a futile court fight to upset FCC's refusal to renew the WORL license on grounds of concealed ownership.

Date for oral argument on the examiner's initial decision has not been set.

DIRECTORS of WJR Detroit, have voted dividend of 20¢ per share paid Dec. 22 to shareholders of record at close of business Dec. 15.

WNOE STAFFER

Sorority Cites Mary Jewell

MARY JEWELL, who conducts the program of that name on WNOE New Orleans, was one of 10 candidates nominated for the "First Lady of the Year" by the New Orleans Council of Beta Sigma Phi last month.

Mary Jewell

Known in private life as Mrs. Rodney Toups, Mary Jewell has for two years conducted her show 11:30-11:45 a.m. Monday-Friday over WNOE. The program has a higher Hooper rating than any other woman's program in New Orleans, according to WNOE officials.

In private life, Mrs. Toups serves as chairman of volunteer services for the New Orleans Chapter, American Red Cross. One of her Red Cross duties is supervision of services in assisting displaced persons arriving in America. She also serves on the executive committee of the Louisiana Tuberculosis Assn. and the National Foundation for Infantile Paralysis. She holds a five-year silver pin for service with the latter.

FAMILY

WIBW has been a farm station for almost a quarter-century. We sell Kansas and adjoining states because we've served them well. We're one of the family.

WIBW The Voice of Kansas in TOPEKA

Acme in Sound Reproduction

The NEW LANG-WORTH Transcription

LANG-WORTH FEATURE PROGRAMS, Inc.

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Network Calibre Programs at Local Station Cost

ACTIONS OF THE FCC

DECEMBER 16 to DECEMBER 23

CP-construction permit
DA-directional antenna
ERP-effective radiated power
STL-studio-transmitter link
synch. amp.-synchronous amplifier
ant.-antenna
D-day
N-night
aur.-aural
vis.-visual
cond.-conditional
LS-local sunset
mod.-modification
trans.-transmitter
unl.-unlimited hours
STA-special temporary authorization
CG-conditional grant

Grants authorizing new stations, changes in facilities, and transfers appear at the end of this department, accompanied by a roundup of new station and transfer applications.

December 16 Applications . . .

ACCEPTED FOR FILING

License for CP

License to cover CP new AM station: KALA Sitka, Alaska; WPCF Panama City, Fla.

KAMQ Amarillo, Tex.—License to cover CP new AM station to change hours of operation, power etc.

Modification of CP

WPKY Princeton, Ky.—Mod. CP new AM station for extension of completion date.

Mod. CP AM station to change power, frequency etc. for extension of completion date: WDBC Escanaba, Mich.; WHP Harrisburg, Pa.; WKNA Charleston, W. Va.

AM-1340 kc

Arrostook Bcstg. Corp., Houlton, Me. CP new AM station 1400 kc 250 w unl. AMENDED to request 1340 kc.

SSA-730 kc

WTIK Durham, N. C.—SSA on 730 kc 1 kw-D 200 w-N for period ending no later than Nov. 1, 1949 AMENDED to request operation for period ending not later than Nov. 1, 1952.

License Renewal

Applications for license renewal filed by following AM stations: KCMJ Palm Springs, Calif.; WLEX Lexington, Ky.; WALL Middletown, N. Y.; WSAJ Grove City, Pa.; WRAW Reading, Pa.; WKEY Covington, Va.; WMON Montgomery, W. Va.

KVSO-FM Ardmore, Okla.—Request for renewal of license FM station.

Request for license renewal commercial TV station: WDSU-TV New Orleans; WAAM(TV) Baltimore, Md.

Modification of CP

WHHS Havertown, Pa.—Mod. CP new noncommercial FM station for extension of completion date.

December 19 Applications . . .

ACCEPTED FOR FILING

Modification of CP

WTIM Taylorville, Ill.—Mod. CP new AM station for extension of completion date.

License Renewal

Applications for license renewals AM stations: WKUL Cullman, Ala.; KIJV Huron, S. D.; WLDY Ladysmith, Wis.

WBRE-FM Wilkes-Barre, Pa.—Request for license renewal FM station.

License for CP

License to cover CP new FM station: WFDR(FM) New York; WCHA-FM Chambersburg, Pa.

APPLICATIONS RETURNED

License Renewal

Applications for renewal of license new AM stations RETURNED Dec. 19: WMLT Dublin, Ga.; KWLM Willmar, Minn.; WOXF Oxford, N. C.

December 20 Decisions . . .

BY THE SECRETARY

KWIE Kennewick, Wash.—Granted assignment of license from partnership of four equal partners to new corporation owned equally by four members of assignor partnership.

WNAW Neal W. Welch, North Adams, Mass.—Granted license for new standard broadcast station; 860 kc 250 w D.

WRCO Richland, Wis.—Granted license for new standard broadcast station; 1450 kc 250 w unl.

KMMO Marshall, Mo.—Granted mod. license to change studio location.

KVMC Colorado City, Tex.—Granted assignment of CP to Marshall Formby, Eldon B. Mahon and Clint Formby d/b as Colorado City Bcstg. Co. One of three equal partners (John Blake) sells his one-third interest to new member (Clint Formby) for $425 which is amount invested in assignor partnership by retiring partner.

National Bcstg. Co. Inc., Area of Chicago—Granted CPs and licenses for new remote pickups KA-5146 KA-5145 KA-5147 KA-5162 KA-5163.

National Bcstg. Co. Inc., Area San Francisco—Granted CPs and licenses for new remote pickups KA-5148 KA-5149 KA-5150.

WJAS-FM Pittsburgh—Granted CP to make changes in ant. and change transmission line (Operating power output 8.8 kw).

WJBF Augusta, Ga.—Granted CP change trans. location.

WTRT Toledo, Ohio—Granted mod. CP to change type trans.

Following were granted mod. CPs for extension of completion dates as shown: KONO-FM San Antonio, Tex., to 6-28-50; WMOX-FM Meridian, Miss., to 3-13-50; KWKH-FM Shreveport, La., to 6-15-50; WGST-FM Atlanta, Ga., to 6-1-50; WHAT-FM Philadelphia, to 2-10-50; WAYS-FM Charlotte, N. C., to 6-30-50; WFBC-FM Greenville, S. C., to 7-1-50; WKAP-FM Allentown, Pa., to 6-22-50; KMAR Bakersfield, Calif., to 7-3-50; WDMG-FM Douglas, Ga., to 5-23-50; WAZL-FM Hazleton, Pa., to 7-13-50; KIB-41 Columbus, Ga., to 2-1-50; KA-5136 San Juan, P. R., to 3-15-50; KUGN-FM Eugene, Ore., to 6-7-50; KWBW-FM Hutchinson, Kan., to 9-1-50; WEOL-FM Elyria, Ohio, to 3-16-50; WWRL Woodside, L. I., N. Y., to 1-31-50; WHHH Warren, Ohio, to 6-30-50; KGNC-FM Amarillo, Tex., to 7-1-50; WIS-FM Columbia, S. C., to 6-6-50; WSPA-FM Spartanburg, S. C., to 3-2-50; WEPM-FM Martinsburg, W. Va., to 6-21-50; KCBC-FM Des Moines, Iowa, to 6-24-50; WCON-FM Atlanta, Ga., to 7-1-50; WJBW-FM New Orleans, to 4-3-50; WGAD Gadsden, Ala., to 4-15-50.

The WGAR Bcstg. Co., Cleveland—Granted mod. license to make changes in existing remote pickup KQA-795 to change frequencies to 1622, 2058, 2150 and 2790 kc.

Queen City Bcstg. Co. Inc., Area Seattle, Wash.—Granted mod. of license KA-4979 change frequencies to 26.17, 26.27, 26.37 mc.

Alexandria Bcstg. Co. Inc., Area Alexandria, La.—Granted license new remote pickup KA-4271.

Portorican American Bcstg. Co. Inc., Area of Ponce, P. R.—Granted license new remote pickup KA-4871.

WHAR Clarkesburg, W. Va.—Granted license install new trans.

KAGH Pasadena, Calif.—Granted license change hours etc.

WMUU Greenville, S. C.—Granted license new standard station 1260 kc 1 kw D.

WSFL Springfield, Mass.—Granted license for new standard station 1600 kc 5 kw D DA.

WJPD Ishpeming, Mich.—Granted acquisition of control of licensee corporation through sale of 3 sh common stock from Maloney to James P. Deegan, who presently owns 98 sh, or 49% of licensee's outstanding capital stock.

WIKB Iron River, Mich.—Granted request for assignment of CP to WIKB Inc. (assignee) capital stock of which will be owned 100% by assignor corp.

Peninsular Bcstg. Corp., Area Coral Gables, Fla.—Granted CP new remote pickup KA-5216.

Radio Station WMFR Inc., Area High Point, N. C.—Granted CP and license for new remote pickup KA-5128.

Angel Ramos, Area San Juan, P. R.—Granted CP new remote pickup KA-5129.

Puerto Rico Adv. Co. Inc., Area Mayaguez, P. R.—Granted CP new remote pickup KA-5127.

National Bcstg. Co. Inc., Area Hollywood, Calif.—Granted CPs and licenses for new remote pickups KA-5130-1.

KFMA Davenport, Iowa—Granted mod. CP for approval of ant. and trans. location and change type trans.

WAZL-FM Hazleton, Pa., to 7-13-50; KIB-41 Columbus, Ga., to 2-1-50; KA-5136 San Juan, P. R., to 3-15-50; KUGN-FM Eugene, Ore., to 6-7-50; KWBW-FM Hutchinson, Kan., to 9-1-50; WEOL-FM Elyria, Ohio, to 3-16-50; WWRL Woodside, L. I., N. Y., to 1-31-50; WHHH Warren, Ohio, to 6-30-50.

WTVR Richmond, Va.—Granted license for new commercial TV station; vis. 3.53 kw; aur. 1.86 kw; 430 ft.

WIRY Plattsburg, N. Y.—Granted mod. CP for approval of ant., trans. and studio locations.

KCHA Charles City, Iowa—Granted license new standard station 1580 kc 250 w D.

KIFW Sitka, Alaska—Granted license new standard station 1230 kc 250 w unl.

WLOI La Porte, Ind.—Granted mod. license to change studio location.

KOBE Las Cruces, N. M.—Granted mod. license change studio location.

WTSP St. Petersburg, Fla.—Granted CP install new trans.

KYOR Blythe, Calif.—Granted CP install new vertical ant.

WCPO-TV Cincinnati—Granted mod. CP for extension of completion date to 3-9-50.

WPAT Paterson, N. J.—Same to 1-16-50.

WDXY(FM) Spartanburg, S. C.—Granted license for new FM station; Chan. 263 (100.5 mc), 11.8 kw, 200 ft.

KGNC-FM Amarillo, Tex., to 7-1-50; WIS-FM Columbia, S. C., to 6-6-50; WSPA-FM Spartanburg, S. C., to 3-2-50; WEPM-FM Martinsburg, W. Va., to 6-21-50; KCBC-FM Des Moines, Iowa, to 6-24-50; WCON-FM Atlanta, Ga., to 7-1-50; WJBW-FM New Orleans, to 4-3-50; WGAD Gadsden, Ala., to 4-15-50.

ACTION ON MOTIONS

By Commissioner Jones

WWHG Hornell, N. Y.—Denied continued consolidated hearing, now scheduled for 1-4-50.

WJBK Detroit—Granted leave to amend application so as to reduce radiation from its proposed directional array in direction of Washington, D.C.

FCC General Counsel—Granted continued hearing from 1-4 to 1-31-50 and change place of hearing from Washington, D. C. to Lebanon, Pa., re application of Steitz Newspapers Inc., Lebanon.

FCC General Counsel — Granted waiver of section 1.852 of Commission's Rules and Regulations to permit acceptance of exceptions to initial decision in proceeding re applications of WTOC Savannah, Ga. and Brennan Bcstg. Co., Jacksonville, Fla.

North Dakota Bcstg. Co. Inc., Minot, N. D.—Granted request for order to take depositions in proceeding re its application, and that of Missouri Basin Bcstg. Co., Minot, N. D.

WFNC Fayetteville, N. C.—Dismissed continued hearing on application for CP.

(Continued on page 82)

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FCC Actions

(Continued from page 80)

Decisions Cont.:

KVOL Lafayette, La.—Dismissed petition to dismiss without prejudice pursuant to section 1.365(c) of the Commission's rules and regulations its application.

KONO San Antonio, Tex.—Dismissed petition for recondsideration of Commission's action in granting application of Comal Bcstg. Co. New Braunfels, Tex.

FCC General Counsel—Granted petition for extension of time to Jan. 4, 1950, to file exceptions to initial decision re Docket 8871, Kenneth McCrea, San Pedro, Calif.

By Examiner Fanney Litvin

KVOL Lafayette, La.—Granted leave to amend application so as to request frequency 1330 kc, 1 kw unl. DA-N in lieu of 1480 kc, 5 kw D, 1 kw N unl. to specify different ant. site and to make changes in technical data; application, as amended, is removed from hearing docket.

The Midwestern Bcstg. Co., Toledo, Ohio—Granted early hearing date for further hearing on eng. phases of applications; further hearing scheduled in Washington, D. C., Feb. 6, 1950.

By Examiner Jack P. Blume

KWHK and The Hutchinson Pub. Co., Hutchinson, Kan.—Granted joint continued consolidated hearing from Dec. 19, 1949 to Jan. 25, 1950, at Washington, D. C.

By Examiner J. Fred Johnson Jr.

Whittier Broadcast Assoc., Whittier, Calif.—Granted continued hearing from Dec. 19, 1949 to Jan. 23, 1950.

Jose Ramon Quinones, San Juan, P. R.—Granted indefinite continued hearing, presently scheduled for Dec. 22, 1949, re petition of Quinones for reconsideration of action granting CP WPTF Raleigh, N. C.

By Examiner Basil P. Cooper

George R. Winston, Cisco, Tex.—Granted continued consolidated proceeding. Hearing continued indefinitely.

December 20 Applications . . .

ACCEPTED FOR FILING

AM—1310 kc

KTYL Mesa, Ariz.—CP to change from 1490 kc 250 w unl. to 1310 kc 1 kw-D 250 w-N AMENDED to request 1310 kc 1 kw-D 500 w-N DA.

AM—1270 kc

Smithfield Bcstg. Co., Smithfield, N. C.—CP for new AM station on 910 kc 1 kw-D AMENDED to request 1270 kc 1 kw-D and change studio and trans. locations.

License Renewal

Applications for license renewal new AM stations: KLMR Lamar, Col.; WNHC New Haven, Conn.; KROS Clinton, Iowa; KSEK Pittsburg, Kan.; WDMJ Marquette, Mich.; KJAM Vernal, Utah.

License for CP

KRSN Los Alamos, N. M.—License to cover CP new AM station.

WJIZ Hammond, Ind.—License to cover CP new FM station.

Modification of CP

Mod. CP new FM station for extension of completion date: KOA-FM Denver, Col.; WJPF-FM Herrin, Ill.; KWPC-FM Muscatine, Iowa; WKBN-FM Youngstown, Ohio.

License Renewal

WOL-FM Washington, D. C.—Request for license renewal new FM station.

WPAM-FM Pottsville, Pa.—Same.

APPLICATIONS DISMISSED

Piedmont Bcstg. Co., Greenville, S. C.—DISMISSED Dec. 13 application new AM station 910 kc 1 kw unl. DA-2.

KSFE Needles, Calif.—WITHDRAWN Dec. 13 Mod license to reduce hours of operation from unlimited to specified hours.

December 21 Decisions . . .

BY COMMISSION EN BANC

Renewal Granted

KTRB Modesto, Calif.—Granted license renewal for period ending Nov. 1, 1952.

Hearing Designated

KBUD Athens, Tex.—Designated for hearing March 3 in Washington, application for mod. license to change hours of operation and power from 250 w D to 250 w-D, 100 w-N, unl.

KFRD Rosenberg, Tex.—Designated for hearing March 9 in Washington, application to increase hours of operation from daytime to unl. and increase power from 500 w-D only to 1 kw-D, 100 w N, on 980 kc.

Modification of CP

KTOE Mankato, Minn.—Granted mod. CP to make changes in DA and change trans. location, specify studio location and change type of trans., eng. cond.

Petition Denied

WKBO Keystone Bcstg. Corp., Harrisburg, Pa.—Denied petition of WKBO requesting Commission reconsider and set aside its grant of application to Times and News Pub. Co., for new station at Gettysburg, Pa., designate application for hearing and make petitioner party to proceeding. Commission further ordered aforesaid action of Commission on June 29, 1949, granting application of Times and News Pub. Co., be mod. to extent that grant of said application is made subject to cond. that permittee accept whatever interference that may exist in event of grant of one or more of applications to be heard in the consolidated hearing on applications of Keystone Bcstg. Corp., et al.

William and Lee A. Odessky, Los Angeles, Calif.—Denied petition requesting clarification of Commission's acts concerning their application, and reconsideration and grant of application without hearing, or in alternative continuance of hearing until spring of 1950.

License for CP

WCOR Lebanon, Tenn.—Granted application for license to cover CP for new station.

Extension Denied

KGMI Denver, Colo.—Denied application for extension of completion date for CP covering new station. If a hearing is requested within 20 days, denial will be set aside and application designated for hearing.

December 21 Applications . . .

ACCEPTED FOR FILING

License Renewal

Applications for license renewal filed by following stations: WGAU Athens, Ga.; WCBK Columbus, Miss.; WAML Laurel, Miss.; WFIG Sumter, S. C.; KNAF Fredericksburg, Tex.

License for CP

WWCA Gary, Ind.—License to cover CP new AM station.

WLYN-FM Lynn, Mass.—License to cover CP new FM station.

Modification of CP

WAVZ-FM New Haven, Conn.—Mod. CP new FM station for extension of completion date.

TENDERED FOR FILING

AM—1480 kc

KIEM Eureka, Calif.—CP to change from 1480 kc 1 kw unl. to 1480 kc 5 kw DA-1.

AM—1420 kc

KJCK Junction City, Kan.—CP to change frequency from 1570 kc to 1420 kc.

AM—1250 kc

KGDE Fergus Falls, Minn.—CP to change from 1230 kc to 250 w unl. to 1250 kc 1 kw unl. DA-N.

AM—1400 kc

KNEU Provo, Utah—CP to change frequency from 1450 kc to 1400 kc.

APPLICATIONS RETURNED

AM—1230 kc

KENE Belen, N. M.—RETURNED Dec. 16. Mod. CP to change studio location.

(Continued on page 87)

When It's **BMI** *It's Yours*

Another BMI "Pin Up" Hit—Published by E. B. Marks

MARTA

On Records: Tony Martin—Vic. 20-3598; Arthur Tracy—Dec. 24831; Arthur Tracy —Lon. 128.

BMI

BROADCAST MUSIC INC. 580 FIFTH AVENUE NEW YORK 18, N. Y.

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'ROUND THE CLOCK'

Diary Method in Audience Measure Told AMA by Seiler

THE diary method is the only one which will measure radio listening and TV viewing around the clock for all members of the population, with the results subject to breakdown by sex, age, income, education and other characteristics, and do it at a cost which an advertiser or broadcaster will pay, James Seiler, president, American Research Bureau, said Dec. 15.

Speaking at a radio luncheon session of American Marketing Assn. in New York, Mr. Seiler described the random sample diary technique developed by his organization to measure radio and video audiences. In radio, individuals are used so that full details are available on out-of-home as well as domestic listening so that the results may be projected to the total population. The TV diaries are kept for the full family group, however, as most viewing is still a group activity and few homes have more than one TV set. Diary columns covering breakdown of audience by age groups also include guests as well as family members.

Accurate Results

If the diaries are installed by a good, well trained interviewer their reports are "amazingly accurate," Mr. Seiler said. He reported that coincidental phone checks throughout the week of a diary study show almost complete agreement. His company uses the "area sampling" technique, with a different sample of 1,000 diaries for each study. The TV studies, which were started in August, are made during the first week of each month in four cities: Washington, Baltimore, Philadelphia and New York.

The ARB radio surveys, which were started in October, as yet cover only Washington and are made only once a quarter, but the company plans to expand them to other cities and to step up their frequency to once a month. Eventually, Mr. Seiler said, he hopes to produce monthly diaries covering both radio and TV listening-viewing for the area east of Chicago.

Rates vary from city to city, he said. The New York TV report costs stations $185 apiece, agencies $35 each, with the agency rate to be raised to $65 in January. Radio reports vary according to the size of the station, ranging in Washington from $56 to $200.

K&E EXPANDS

San Francisco Staff Enlarged

KENYON & ECKHARDT's San Francisco service office will be expanded to a fully staffed agency after the first of the year, it was announced last week.

The expansion follows acquisition of the Lincoln-Mercury Dealers Advertising Assn. account (advertising organization of dealers in the Western states).

William B. Lewis, senior vice president of Kenyon & Eckhardt, and David Stewart, vice president in charge of finance, will be in San Francisco for opening of the new enlarged offices. John Wiley, present head of the service office, will continue as manager of the agency.

Offices will remain in the Russ Bldg. but space will be increased fourfold to accommodate the expanded staff and activities.

Thanks for Transit

YOU can take it from tired Christmas shoppers, at least those in Baltimore, that music in city buses is appreciated. WMAR Baltimore, Transit Radio outlet, and Baltimore Transit Co. received 175 letters and post cards the week before Christmas from shoppers, expressing thanks for the special music. One letter said: "I wish to express to your company my thanks for the real joy you gave me when I heard 'Good Tidings of Joy,' 'O Little Town of Bethlehem' and other lovely hymns beautifully sung in a crowded transit company bus. Can you imagine the benefits of human brotherhood you are thus furthering?"

FOR INCREASED SPOT BILLINGS contact JOSEPH HERSHEY McGILLVRA, INC. 366 Madison Avenue, New York Murray Hill 2-8755

XUM

WHY BUY A NEWSPAPER

Here's Tinsley's Answer

PEOPLE in the radio industry are not prone to a feeling of amazement when a publisher acquires a radio interest. But the reaction is reversed when a broadcaster makes the turnabout and purchases a newspaper. The usual question pops: "Why?"

A Baltimore broadcaster, Thomas G. Tinsley Jr., owner of WITH-AM-FM Baltimore and WLEE-AM-FM Richmond, is one man who can answer that question authoritatively. With the acquisition of the *Home News* in the Maryland metropolis, he is one of the very few to become an accredited publisher after being a broadcaster.

Fundamental in his thinking, Mr. Tinsley has informed BROADCASTING, is his belief that there is a "close affinity" between the radio business and the newspaper business. The printed feature or the radio feature; sports recaps or sports news; newstory or newscast; the printed ad or the spoken announcement, all have their similarities right down to the drama of the printing press run or the rustle of copy before the microphone.

Integrated Operation

"Both (newspaper and radio) provide the public with news, sports and entertainment. And both exist off the revenue from advertising," Mr. Tinsley observes. He points out that "everybody is aware that newspapers throughout the country have acquired radio stations and made them an integral part of their business enterprise."

It is at this stage of commercial philosophy coupled with the desire to serve the public, Mr. Tinsley says, that WITH calculated its opportunity. "We saw no reason why it would not be equally profitable for a radio station to acquire a newspaper." That chance blossomed when *Home News* was offered for sale as a tempting venture for an energetic entrepreneur.

Mr. Tinsley says he and his associates at WITH were convinced of the direction they would take because they saw "an opportunity to provide the community with a much needed and popular newspaper, and at the same time get into a business which offered prospects of a fair return to us."

According to Mr. Tinsley, the principle of "providing advertisers with more listeners per dollar" will be incorporated into the operations of the *Home News* in the printed medium version of providing "advertisers with greater home circulation per dollar than any other newspaper in Baltimore." With this in mind, he told BROADCASTING, the *Home News* dubbed "quite naturally into our overall activities."

Unlimited Possibilities

The integration of both operations opens up a wide vista for promoting and expanding their appeal to advertisers. WITH, on one hand, can aid in fostering interest in *Home News*, by helping to build its circulation and readership, while the newspaper can promote extensively the strength of the outlet's drawing power on Baltimore's listening audience. A third possibility in this double-charged promotion would be the selling of the two media in combination.

Mr. Tinsley has made good stead of the market potential in two cities with the operation of a local station in each. The "whys" to his third venture fit the general pattern dollar-wise.

LOCAL RATES FOR NATIONAL ACCOUNT

Albany Outlet Asks Others To Join in Package Rates

SYSTEM of package rates involving as much as 50% concession from published rates to serve as a stimulus to a food account is proposed in a letter addressed to a number of stations by Union Broadcasting System Corp. (WOKO) Albany, N. Y. The letter is signed by Jim Healey, president.

Text of the letter follows:

"We have very good prospects of getting an order for 13 weeks of spot advertising from a food account. Heretofore, they have used only network and the big powerhouse stations. We have been working on them more than a year, trying to sell them the idea of 'local station prestige' in spot campaigns.

"Unfortunately, as you know, whenever we try to completely blanket large areas of New England, New York, New Jersey and Pennsylvania with a concerted, saturation spot campaign, the cost has been prohibitive.

"That's why so comparatively little spot business comes directly to stations.

Frequency of Spots

"This account will use two spots a day, five days a week, on your station and at least 30 others, IF the proposed cost is not greater than the use of 10 power stations.

"Many of us, including our own WOKO in Albany, have made a full 50% concession from our published rates, in order to get this business. It isn't only this one order, you know. There'll be from 15 to 20 other wide-area merchandisers and distributors who will be using your station and others in the Great North East, if we can make this thing work out economically.

"Please rush to me the very best SPOT PACKAGE deal you can dream up. Please remember . . . NONE OF THIS WILL BE COMMISSIONABLE TO US, agency, national rep or anyone else. If you quote, for instance, $27.50 per week for two a day, five days a week, you get the full $27.50 a week net.

"To give you an idea of how others are going along, many have quoted $15 a week for one spot a day, five days a week, and $27.50 for two spots a day, five days a week.

"Frankly most of us are giving our LOCAL SPOT PACKAGE prices for this deal. While the product is national, the sponsors will really be the LOCAL outlets in your area. So, I see nothing wrong in our quoting local rates.

"Please let me have your quotations as soon as possible."

WTAM Cleveland presented safety award by Greater Cleveland Safety Council and Industrial Commission of Ohio.

KGB WINS AWARDS

Real Estate Show Cited

KGB San Diego's program, *Your Real Estate Counselor*, a weekly series sponsored jointly by the San Diego Realty Board and the Southern Title & Trust Co., has captured two national awards in the American Title Assn. contest. Of the two second places awarded to the Mutual-Don Lee outlet, one was for the development of radio advertising, the other for the use of other media in this development.

Written and produced by Jack Hausmann, newsman and commentator, who appears as the Real Estate Counselor, the program stresses community and civic welfare and features an interview with a prominent local citizen on subjects of community interest.

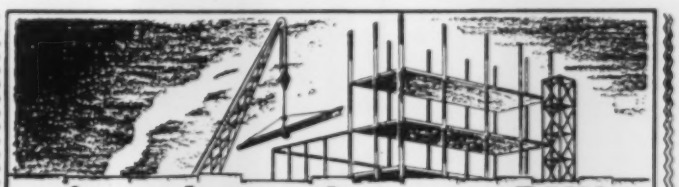
WSNY Sales Pitch

SIGNPOST for local station account battles is indicated by WSNY Schenectady on the approach of a new year. Station, effective Jan. 1, will have lined up over 50 national spots per week plus 48 local car dealer spots. WSNY says these billings, representing 15 different car makes, total over $1,000 per week for the local and independent 250 watter. "Important point," Winslow P. Leighton, WSNY president, explains, "is that the major part is long-term dealer activity rather than temporary manufacturer announcement campaigns. This is a basis for local stations all over the country to give successful competition to TV inroads . . ."

Japan's RFDs

MORIHIKO KASAMA, farm division chief, Broadcasting Corp. of Japan, informs the U. S. Agriculture Dept. that he and 49 other Nipponese radio farm directors are moving right along with farm programs — but they have their problems. According to Kasama, each Japanese "bloc" has its own customs and manners—all feudalistic. Since each is self-supporting economically and spiritually, Kasama, one of the newer RFD members, expects to have his hands full figuring out farm programs to fit all blocs.

WBAL
means business
in Baltimore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IN OHIO'S THIRD MARKET
NOW UNDER CONSTRUCTION
5,000 w AM 50,000 w FM
1390 KC 105.1 MC
WFMJ
BASIC ABC FOR YOUNGSTOWN
ASK HEADLEY REED

• CLASSIFIED ADVERTISEMENTS

PAYABLE IN ADVANCE—Checks and money orders only. Situation Wanted 10c per word—$1 minimum. Help Wanted 20c per word—$2 minimum. All other classifications 25c per word—$4 minimum. No charge for blind box number. One inch ads, acceptable, $12.00 per insertion. Deadline two weeks preceding issue date. Send box replies to Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C.

BROADCASTING is not responsible for the return of application material (transcriptions, photographs, scripts, etc.) forwarded to box numbers.

Help Wanted

Managerial

Traffic manager, male, must be experienced with some sales ability. Well established, fulltime ABC affiliate in midwest. Give experience, background, references and photo. Box 531D, BROADCASTING.

Manager, southern fulltime 250 watt operation in town of 30,000. Must be able to handle all sales and produce results from start. Commission arrangement offered with unlimited potential. Must be radio wise with ideas, ability and no arm chair executive. If not afraid to work, willing to see a job well done, have time to invest in something worthwhile, this may be what you're looking for. If you're over 40 don't apply, you can't stand it. Don't apply if you are not financially able to start with a moderate income and work towards a goal. Suggest you come from below Mason Dixon line, since Yankees aren't especially suited. Box 558D, BROADCASTING.

Wanted, commercial manager for independent South Carolina station. Write fully giving experience, background. Must be able to furnish good references. Greer Broadcasting Company, Greer, S. C.

Salesman

Transcription salesmen, outstanding productions, liberal commission basis. Box 458D, BROADCASTING.

Wanted, aggressive salesman regional network affiliated upper New York state. Box 499D, BROADCASTING.

Experienced salesman with car. ABC affiliate in good Rocky Mountain secondary market. Photo required with complete resume. Write Box 548D, BROADCASTING.

Southern 5000 watt station invites top radio salesmen with loyalty and purpose for bigger incomes and better living, permanent men only. Will consider man and wife, experienced. Write frankly, send photo. Box 553D, BROADCASTING.

Announcers

Experienced announcer for long established southern Minnesota station. Willing and able write good commercials and sell on air. Box 488D, BROADCASTING.

Experienced combo man. Announcer-engineer. Emphasis on announcing. Good conditions. Long established, progressive net and farm station southern Minnesota. Box 539D, BROADCASTING.

Combination man with car wanted by western network 250 watt station. Disc required. Send photo and make first letter complete. Write Box 550D, BROADCASTING.

Wanted — Combination announcer-engineer with first class license. Accent on announcing. Position open now. Box 555D, BROADCASTING.

Wanted, experienced combination men, one program director assistant for southern 250 watt independent. Permanent. No loafer, no drifter. Send full information first letter, photo, references and salary required. Box 565D, BROADCASTING.

Immediate opening for dependable announcer. Rush disc with sample of commercial and adlib announcing, photo and references. Car helpful. Program Director, KSCB, Liberal, Kansas.

South Georgia independent wants announcer with a first class ticket, emphasis on announcing. Must be able to read news, run record shows, etc. Start $200 per month. WVOP, Telephone 327, Vidalia, Ga.

Technical

Successful 1 kw daytimer in southeast wants combination chief engineer-announcer. Must be both a good engineer and have a good voice. Send disc, complete data and minimum starting salary. Box 481D, BROADCASTING.

Chief engineer's job on aggressive 250 watt Rocky Mountain network station opens December 31. Must be combination man and have car. Send disc and photo with complete details in application letter to Box 549D, BROADCASTING.

Wanted. Experienced combination operator-announcer with ticket and program ideas who can sell in spare time on commission. Should hit 300 first month. Air mail disc and photo, KPRK, Livingston, Mont.

First class license, no experience. Single, young, 250 watt station. Chance to get a start. Contact J. A. Huff, WHAW, Weston, W. Va. Opening December 28.

Combination engineer-announcer wanted starting January first FM station near Detroit. Send photo and disc, state minimum starting salary. WJJW, Wyandotte, Michigan.

Immediate opening experienced engineer-announcer, send picture, qualifications, salary expected with first application. WMJM, Cordele, Georgia.

Production-Programming, others

News editor, must be able to write and announce local newscasts and take complete charge of newsroom on large southwestern CBS station. Send background, experience, picture, transcription of voice first letter. Box 440D, BROADCASTING.

Good, steady commercial copywriter. Male or female. Southern Minnesota. Box 489D, BROADCASTING.

Wanted, program director-announcer network affiliated upper New York state. Box 500D, BROADCASTING.

Wanted, Experienced woman's commentator and continuity writer by large midwest station. Send air check, sample continuity and salary desired first reply. Address Box 554D, BROADCASTING.

Opening for good copywriter with experience or training. Prefer someone in our area. Send complete information to Paul Overbay, Program Director, WKPT, Kingsport, Tenn.

Situations Wanted

Managerial

Station manager or commercial manager, if you're not interested in power packed results, save your eyesight. But, if you do want a man whose sales average is skyhigh, promotion minded with real, down-to-earth ability to sell, make friends and hold them, I'm the fellow. Reliable, sober, conscientious. Experience with top net affiliates and independents. Middle Atlantic territory preferred. Salary $8000 with override. Highest references. Interested? Well, let's get going. Box 486D, BROADCASTING.

Southern stations. Manager who can announce, sell and program would like job as general manager of a 250 or thousand watt station in south. Box 502D, BROADCASTING.

Sales promotion manager. Currently account executive with topflight agency. Previously 15 years in radio and newspaper advertising interested only in solid operation (no blue sky) and can furnish above average recommendations on previous accomplishments from important people in radio advertising circles. Prefer network affiliated AM operation with TV or TV plans. Must pay in excess of $12,000. Box 510D, BROADCASTING.

Situations Wanted (Cont'd)

Mr. FM station operator; going into transit radio, in-store-broadcast service or functional music? Qualified young manager of major market FM station, thoroughly experienced in all these FM services and all phases of broadcast operation. Box 544D, BROADCASTING.

Manager—chief engineer available on customary notice. Can offer over eighteen years of radio, all phases. Sober, reliable and capable. My present associates know of this ad. Box 557D, BROADCASTING.

General manager, commercial manager or both. Cannot perform miracles, but can make you money. Just good solid radio man completely experienced in business management, employee relations and public relations. Strong on sales and programming. 12 years radio and newspaper management and sales. Can efficiently operate going station or build new one. Excellent background, best references. Write Box 560D, BROADCASTING.

Well qualified. Will accept salary plus commission. Guarantee to make money. Box 5D, BROADCASTING.

Manager—AM or TV available immediately, excellent background, best references. Box 530D, BROADCASTING.

Salesmen

Young, qualified, conscientious, experienced salesman wants better opportunity in Michigan. Box 536D, BROADCASTING.

Salesman, five years selling in radio. Know announcing, production, promotion, acting. College, good sales record, ambition. Married. Age 31. Sober. Excellent references. Presently employed with 1000 wt independent, major eastern seaboard market. Desire sales position with station or agency in Los Angeles area. Box 552D, BROADCASTING.

Combination sales manager and chief engineer. Thirteen years experience. Desire station in a one station town. Box 559D, BROADCASTING.

Announcers, Technical

Announcer, university grad., 22, available immediately, anywhere. Disc, photo and references on request. Box 157D, BROADCASTING.

Experienced announcer-disc jockey. Available immediately. Eligible for G. I. training. Box 448D, BROADCASTING.

Sportscaster, experienced football and basketball play-by-play. Also experienced in sales. Presently employed but seeking advancement. Box 470D, BROADCASTING.

Announcer, versatile, news specialty. Three years commercial experience. Seeks permanent location. Box 497D, BROADCASTING.

Announcer-copywriter, husband - wife team. Proven record of client satisfaction. Immediate reply to good, permanent-type offer. Box 498D, BROADCASTING.

Newscaster, network caliber voice, delivery. Seeks solid 5 kw appreciating quality news operation. Considers that plus harmonious working conditions, desirable community to settle with family above money. Distinctive rewrite, alert local coverage, excellent newspaper, radio news background. BS, non-drinker. Box 516D, BROADCASTING.

Announcing, newscasting, continuity, publicity. 5 years experience in these fields. Director, moderator national network discussion 2½ years. Play-by-play big nine sports 2 years. Straight commercial experience. 30, single, M.S. Degree. Desire opportunity which may lead to management and/or investment. Full references, discs. Box 522D.

Attention Texas station managers! Announcer, 30. I have worked in Texas, married a Texan, like Texas. 5 years experience in AM radio. 1½ years in TV. Can handle commercial, sports, special events and news. Write Box 535D, BROADCASTING.

Sportscaster experienced football, baseball, basketball. Sportswriter. Popular DJ show. All-round staff announcer. Best references. Box 537D, BROADCASTING.

Sports announcer. Experience: football, baseball, basketball. Looking for progressive station! Married. Will build sports department, just remuneration. Michigan; nearby states. Box 543D, BROADCASTING.

Situations Wanted (Cont'd)

Engineer — 1st phone, 2nd telegraph, AM-FM, 5 years experience in remotes, recording, control room, transmitter, installation and maintenance. Also experience as chief engineer. Salary secondary. Single, 24. Box 547D, BROADCASTING.

Experienced engineer. Four years with leading network station and recording company. Studio, transmitter and recording experience. First phone and amateur license. Sober and reliable. Box 551D, BROADCASTING.

Engineer, first phone. Two years college, 7 years experience, 250 w to 75 kw, operation and maintenance of transmitters and studios. FM 1½ years TV in all technical phases of studio, transmitter and remote operation. Veteran, 30 years old, married, car. Available due more efficient operations. Best references including present employer. Box 561D, BROADCASTING.

Position wanted. Engineering. Nineteen years experience, four years Navy experience included. All broadcast FM-AM construction of audio facilities and FM facilities one radio station. Design and construction of complete second radio station. Experience in all-round engineering, as chief engineer and general manager of 1000 watt, dayime station in Pittsburgh. Desire south Florida location. Age—41, sober, presently single. Inquiries invited. Box 563D, BROADCASTING.

Engineer, installation, operator or chief. Nine years radio, experienced three years in broadcasting, including operation and installation 250's, 1000 and 5000 watts directional. Just completed entire installation 250 watts. Available short notice. Operator or engineer. Single, auto, settle any part of U.S. Station must be progressive. Box 564D, BROADCASTING.

Engineer — Experienced chief, combination and installation. Good voice, top references. $70 per week. Will answer all offers. Box 98, Montezuma, Indiana. Phone 284-R.

Engineer, 1st phone, single, recent graduate leading radio school. Desires transmitter or combination work. Have disc. Wire or write Donald Bentrott, Wheatland, Iowa.

Engineer, first phone license, two years experience, 23, single. Desires engineering position with station. Available immediately. James Elizey, Rt. 4, Tylertown, Mississippi.

Staff announcer, 24, single, 2½ years network and independent experience. Will travel, but prefer Great Lakes region. College B.A. in speech. Copy writing. Jack Edwards, 11402 Superior Avenue, Cleveland, Ohio.

College education. Eager for radio work. Have record. Do announcing, continuity, singing. Write Langston, 339 Hawthorne Drive, Danville, Va.

Engineer with first phone license desires position with radio station. Inexperienced. Will do announcing. Consider any location. Write Arnold Kirschbaum, Cairo, Nebr.

Announcer. Graduate leading radio school, musician sales background. Accept GI training. Prefer Pa. or surrounding states but will jump at any offer that promises security and the chance to get ahead. Disc, photo, details. Leon McGeary, 5826 N. Winthrop, Chicago 40, Ill.

The best of the new announcers are coming from the Pathfinder School of Radio Broadcasting, 1222A Oak St., Kansas City, Mo. All trained board operators. Also ready some good writers and announcer-engineers. Write, wire or phone for disc, etc.

Announcer with unusually excellent commercial voice. Background in news-editing and radio writing. Definitely no floater. Mature, loyal. For audition and complete details wire or write Martin Soneson, 4239 S. E. 16th Ave., Portland, Oregon.

Morning man, witty, dependable, alive. 8 years success record. Combination ticket, employed, married. $80. Box 556D, BROADCASTING.

Experienced and presently employed announcer with 1st class ticket available immediately. Box 566D, BROADCASTING.

Experienced engineer, studios, transmitters, any offers please? Box 894c, BROADCASTING.

Engineer, degree, 10 years experience, 7 as chief, licensed. Box 381D, BROADCASTING.

Situations Wanted (Cont'd)

1st phone, broadcast experience studio and transmitter, married, have car, willing to travel. Seek permanent position. Box 385D, BROADCASTING.

Engineer, 3½ years studio and transmitter (5 and 50 kw) experience. 1st phone and class A amateur licenses. BSEE. Box 444D, BROADCASTING.

Engineer, experienced, some announcing ability. Needs job. Box 480D, BROADCASTING.

Engineer, 1 year experience transmitter, control, remotes. Would like opportunity with progressive station. Box 490D, BROADCASTING.

Chief engineer, 20 years experience, first class license, 43 years of age. AM and FM construction experience. Would like connection with company with TV plans in the future. Knows the problems of commercial broadcast. Box 491D, BROADCASTING.

Two experienced combination men, one a chief, first phone, 2nd telegraph, class A ham. Prefer engineering but will accept combination. Single, willing to travel, have car. Available on two weeks notice to present employer. Box 532D, BROADCASTING.

Engineer, first phone, experience AM, FM, 50 kw NBC affiliate, 50 kw New York independent station, associate IRE, married, 29, veteran. Box 538D, BROADCASTING.

First class license, desire permanent connection, older man, no experience, graduate of highly rated technical school. Box 534D, BROADCASTING.

Engineer—licensed. Two years experience xmtr operation, maintenance, remotes. Some console experience. Have car. Box 569D, BROADCASTING.

Young man with first phone ticket desires position. No experience or disabilities, but very reliable. W. M. Dickinson, 515 West 5th Ave., Mitchell, S. D.

Production-Programming, others

Copy that sells! Male, 18. Trained continuity writer. Box 533D, BROADCASTING.

A Xmas present for you—programmer, producer, sales, singing disc jockey. Xmas package available for opportunity. Experienced, references, A.B. Degree, disc, reliable, ambitious, working. Available next year. Box 540D, BROADCASTING.

Challenging job wanted by writer-producer, fourteen years experience radio, theatre, television. Winner several national radio awards; original program ideas. Assistant two Broadway producers. Network TV shows. Box 552D, BROADCASTING.

Experienced program director desires immediate change. Well educated, reliable, conscientious, hardworking. Experience at independents and networks. Have written copy and sold, but prefer concentration on programming with some announcing. Network quality voice. Versatile—do equally good job remotes, newscasts, classical music, commercials, etc. Top references all employers. Disc, details on request. Box 568D, BROADCASTING.

Radio news pays off—NARND Report. News editor can build news programs or perk up lagging department. 10 years radio, newspapers, public relations. Heavy on sports. References, background, disc furnished. Box 570D, BROADCASTING.

Television

Production-Programming, others

Box 541D, BROADCASTING, wants a move to TV. Writer, producer, sales, singer, local programming emphasis, college graduate, employed. Dependable, young, GI training possibility right opportunity.

For Sale

Stations

250 watt, single station market, 10,000. Mid-Atlantic state. Independent, profitable, two years on the air. $35,000. Cash. No broker. Box 399D, BROADCASTING.

For Sale (Cont'd)

Equipment, etc.

$16,500 cash plus $10,000 credit and proof of prior successful management will permit acquiring control fulltime west coast independent regional in excellent market from profits, under your management. Box 542D, BROADCASTING.

Southern California regional network affiliate in one of top seven Pacific Coast markets. Terms. Owner retiring. Interested parties please send sufficient details regarding ability to purchase. Principal only. Box 546D, BROADCASTING.

For sale: both for $400.00. 1 BK401 Soundmirror tape recorder extra input and output of 500 ohms. Good condition. 1 BK403 portable Soundmirror tape recorder—1 hi and 1 lo impedance mike input—500 ohms output. Box 545D, BROADCASTING.

For sale—One insulated self-supporting tower, Blaw-Knox type CK, 200' complete with Crouse-Hinds lighting equipment including 300 MM beacon and flasher. Tower is standing. One used RCA ET-4250A 250 watt transmitter with 2 crystals for 1400 kc complete with tubes. One composite antenna coupling unit matching 70 ohm line at 1400 kc including Johnson current transformer for TC remote meter. Mounted in heavy aluminum cabinet. Also one GE single bay donut FM antenna less mast. The above equipment available at Radio Station KTOK, Oklahoma City, Oklahoma. Bids will be accepted until February 1, 1950. We reserve the right to reject any bids.

For sale—Type 26-C Collins limiting amplifier, good condition, just out of service. WHLN, Harlan, Kentucky.

1 Andrew type 50 tuning unit, complete for 1000 watts or less. Includes all meters, static drain choke: A.C. outlet and heater plus Andrew type 803 3-wire lighting choke mounted in same cabinet. Original cost $590. Used 1 year, prime condition. Will be sold to highest bidder. KAGH, Pasadena, Calif.

For Sale—#10 soft drawn copper radial wire bright brand new on five reels. 1343 pounds @ 17¢ per pound FOB WHHH, 2nd National Bank Building, Warren, Ohio.

RCA 250-G transmitter and Gates 30-C console both for one thousand dollars. Being sold because expansion program and installation of all new equipment. For details contact WMVA, Martinsville, Virgina.

New, at a bargain, all welded triangular uniform cross-section, guyed type towers with insulators and lighting equipment. Will deliver and erect. Three 175 ft., four 200 ft., five 225 ft., three 275 ft., five 300 ft., four 350 ft., three 375 ft., four 395 ft. Phone, wire or write Consolidated Tower & Construction Co., Inc., Petersburg, Va.

Due to the liquidation of a broadcasting station we are offering at a sacrifice price 179 foot self supporting tower, Blaw-Knox complete with A-2 light kit all wires enclosed in rigid conduit for quick sale $2500.00. Also 250 watt transmitter and console with various transmitter equipment for quick sale $5000.00. Agents representing the sellers, J. J. Phillips & Son, General Radio Contractors, 124 E. LaChappelle St., San Antonio 4, Texas. Telephone Fannin 4616. These prices are at a tremendous sacrifice and can be bought on terms.

For sale, Nearly new RCA type BTF-250A FM transmitter, complete. REL FM frequency and modulation monitor. Both for $1200. Box 571D, BROADCASTING.

Wanted to Buy

Equipment, etc.

Wanted—Brand new nine channel latest model Raytheon console. This equipment must be brand new. Submit lowest cash price. Box 428D, BROADCASTING.

Wanted—All studio and transmitter equipment required for 250 w AM and 1 kw FM station. Rush all details and price. United Bcstg. Co., 301 E. Erie St., Chicago 11, Ill.

Wanted to buy—Recent model 1000 watt AM transmitter. Write Box 50, Chilliwack, B.C., Canada.

For Sale

Equipment

Expansion program calls for immediate sale present Federal 3 kw FM transmitter, model 192-A with modulator 109-A; also complete set spare parts and tubes. Now set up for 102.5 Mg, but will operate any FM frequency. Perfect condition. Contact Charles L. Jeffers, WOAI, San Antonio, Texas.

For sale: Present 250 watt transmitting plant available approximately January 15, 1950 on an "as is, where is" basis. All equipment in good as new condition which has given eight years of trouble free operation.

Western Electric model 451-A-1 250 watt transmitter complete with tubes, 1400 kc crystal and model D-97008 antenna coupling unit.

Western Electric model 126-A limiting amplifier, complete.

Western Electric model 124-E monitor amplifier, complete.

Western Electric, 72 inch racks (2).

Alliance 160 foot guyed, base insulated tower.

WHHH, 2nd National Bank Bldg., Warren, Ohio

PATCH CORDS

8 foot rubber covered, two conductor, tinsel with Western Electric Type 241A plug at *each end.* Price $4.30 each.

Western Electric 241A plugs. Price $2.00 each.

Western Electric 217D plugs with 600 ohm load. Price $2.65 each.

MASPETH TELEPHONE & RADIO CORPORATION
142 Ashland Place
Brooklyn 1, New York

Schools

Are you looking for WELL TRAINED MEN

. . . to operate and maintain TV, FM or AM station equipment?

Tell us your needs! Our graduates have thorough, technical training in one of the nation's finest Television-Radio - Electronics training laboratories.
These men are high grade . . with F.C.C. Licenses and are well qualified to operate and maintain Television and Radio Broadcast equipment. Our graduates are employed by many of the best known TV-Radio-Electronic concerns across the nation. Write, phone or wire:

DeFOREST'S TRAINING, INC.
2533 N. Ashland Ave., Chicago 14, Ill
Phone Lincoln 9-7260

CIGAR BOWL TRIP
WORD Aids Wofford Band

THE Wofford College Band had faced the prospect of not accompanying the school's grid team to the Cigar Bowl in Tampa on Jan. 2, but thanks to WORD Spartanburg, S. C., all 44 members will make the trip.

When the bowl plans were announced, no provision was made for sending the Wofford Band. Then, Walter Brown, WORD president and general manager, called the band director and told him the station would raise the funds necessary for the trip if the band would play in front of the WORD studios for one night.

An imaginary bus—Tampa bound—was hauled out. WORD listeners were told that it cost $1 a mile to move the band. No listener could move the bus more than 25 miles. After each contribution was read, the bus's imaginary location was given and after each 25 miles traveled, the band obliged with a number. Within 45 minutes the $700 bus fare was raised. Al Willis, WORD program director, and Charles Newcomb, sports director, handled the program. WORD will broadcast the Cigar Bowl game from Tampa.

Schools (Cont'd)

NATIONAL ACADEMY OF BROADCASTING, INC. NAOB

STATION MANAGERS!

Need Trained Personnel?

BROADCASTERS!

Want a Refresher Course?

BEGINNERS!

Want to be a broadcaster?

THE NATIONAL ACADEMY OF BROADCASTING, INC.

3338 16th Street, N. W.
Washington 10, D. C.

SPRING TERM OPENS FEB. 6

Residence and Correspondence School

NATIONAL ACADEMY OF BROADCASTING, Dept. 111
3338—16th St., N.W.
Washington 10, D. C.

Please send information concerning
☐ Correspondence ☐ Residence Courses.

Name.....

Address.....

City..... State.....

LIBERTY SYSTEM *New $1 Million Home For LBS and KLIF*

A $1 MILLION 10-story home for the Liberty Broadcasting System and its key station, KLIF Dallas, will be built in downtown Dallas, Barton R. McLendon, chairman of the board, has announced.

A modernistic structure, with facades presenting an appearance of almost solid glass, the McLendon Bldg., as it will be called, will be surmounted by a 500-foot tower. Studios and executive offices of KLIF and LBS will occupy two floors, and the other seven upper stories will be leased as office space, with plans to attract tenants in radio, advertising, entertainment and allied fields. Street floor will be for shops.

McLendon Is Head

President of LBS and KLIF is Gordon McLendon, 28-year-old son of B. R. McLendon and originator of the network as a vehicle for his own baseball coverage—using telegraphic reports as a basis for a dramatized Dallas-based broadcast of big league games.

Now expanded to serve more than 100 stations stretching from Oregon to Florida and with varied programming, LBS is in process of developing a regional-office setup for national operations.

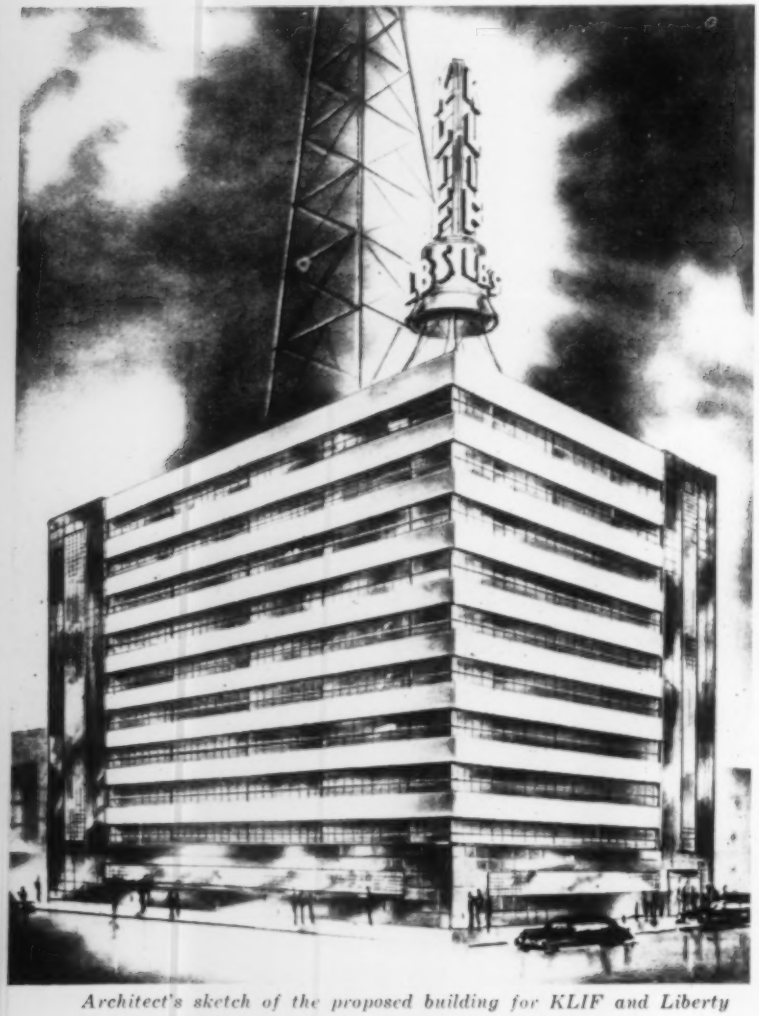
Ground will be broken for the McLendon Bldg. next spring at an 80-by-100-foot site on the southwest corner of Pearl and Jackson Sts. Occupancy will probably begin in early 1952. The building will be sound-proofed and all-weather air-conditioned.

"The Liberty Broadcasting System, which is now the fifth largest network in the nation, has made enormous strides during the two years of its existence," said B. R. McLendon.

"We feel it has a definite and important place in the future history of American radio."

The new KLIF studios, which will be on the second floor of the building, will include two auditoriums, seating 300 persons each, suitable for audience-participation shows. Executive offices of station and network will be on the third floor. The elevator lobby will feature tall panels of solid glass brick.

* * *



Architect's sketch of the proposed building for KLIF and Liberty

Antenna Flight Aid

FACILITIES of the new vertical antenna of KNBC San Francisco are now available as an emergency air navigational aid 24-hours per day. John Elwood, KNBC general manager, has notified all military air units and commercial airlines in the Western states and Pacific area that the KNBC carrier can be put on the air any time on short notice. While the station normally does not operate between the hours of 1 and 6 a.m., Mr. Elwood said, the transmitter is staffed 24-hours a day.

Congress

(Continued from page 29)

which he indicated may be injected into the inquiry on the McFarland FCC procedural bill now before the House Interstate & Foreign Commerce group.

Public Necessity Important

"The operation of FCC in the grant of licenses is predicated on the public necessity," Rep. Sheppard asserted. "Public necessity and service should be the criteria. Let's face it—if FCC wants to grant licenses on a purely commercial basis, let it spell that out. If it wants to set aside certain public service requirements, let it indicate what requirements in black and white. Up to now, public service hasn't been put on a comparable basis with commercial programs. That may be all right. But let the Commission say as much.

"If my information is correct, once an independent station enters into a contract, it is bound to carry types of programs specified by the network—usually the type wtih high Hooperatings. The station then is unable to clear time for public service programs, even those of an emergency nature."

Specifically Congressman Sheppard would like to see FCC set aside two public service categories —those of extreme local emergency and those of secondary importance. As an example of the former he cited instances on the West Coast where stations (unidentified) were unable, he said, to clear time to broadcast crop frost warnings at the time they were issued because of network commitments. Hundreds of thousands of dollars of crops were at stake, he said.

Sheppard Concludes

"Don't get me wrong," Rep. Sheppard concluded, "I'm not out to break up chain broadcasting as such. I concede my bill has little chance for passage as it stands. But anything we do accomplish will be something—and an improvement. Radio and TV are an integral part of the American economy."

William M. Boyle Jr., chairman of the Democratic National Committee, feels the further development of television and its effect on regular sound broadcasting offer the "most important" present and future problems facing the industry and FCC. He termed the Commission's tasks as "almost insurmountable."

In one of his first official utterances on both media since he took office, Mr. Boyle told BROADCASTING:

"Radio, and now television, must realize at all times their obligations and responsibilities to the people. They are the intimate media. Their virtue lies in the fact that they reach the people directly by going straight into their living rooms and this fact heightens their responsibilities. A single example of irresponsible programming can affect the whole industry.

Mr. Boyle

Radio's Responsibility

"The power and influence of radio and television as media for the communication of ideas means that the industry must be continually alert to measure up to the responsibility of maintaining the respect and confidence which the industry as a whole has won from the listening public.

"Radio and television are media which belong to the people, and the FCC continually faces the almost insurmountable tasks of granting licenses, allocating frequencies and determining through hearings the stages of development necessary and practical for the welfare of the public and the industry.

"I have faith that both radio and television will continue to realize and live up to their responsibilities to the people."

Johnson's Views

Sen. Edwin C. Johnson (D-Col.), head of the powerful Senate Interstate & Foreign Commerce Committee and caustic critic of FCC this past year, declined specific comment on the outlook for communications in 1950. In a year-end statement (see page 29) he cautioned that "in radio, and in communications generally, those who make the wheels go around must never forget that competition and public service are the twin guideposts which will keep the industry great and free."

Sen. Johnson's recommendations, however, are well known. Specifically, he wants FCC to (1) adopt a broad general standard for color TV, on which the Commission has begun hearings; (2) provide for allocation and use of UHF channels, allocating VHF to certain cities and UHF to others, but not both to any one city, and (3) then lift the present freeze on VHF licensing.

TRANSIT RADIO

D. C. Case Dismissed

GREEN LIGHT for additional transit radio installations in Washington and other large cities throughout the country was indicated in a precedent-setting decision handed down last Monday by the District of Columbia Public Utilities Commission.

In dismissing its five-month-old investigation of music-equipped vehicles in the nation's capital, the commission ruled that the broadcasts are "not inconsistent with public convenience, comfort and safety."

Specifically PUC concluded that musically-soothed rides are not "an obstacle to safety of operation"; that public comfort and convenience are not "impaired"; and that, in fact, through the creation of better will among passengers, it tends to improve the conditions under which the public ride."

In dismissing arguments on "civil rights" aspects, PUC declared that issues charging violation of the First and Fifth Amendments to the Constitution [BROADCASTING, Dec. 5] "must rest upon a basis more tangible than impassioned pleas which express personal feelings."

Washington Transit Radio Inc., through WWDC-FM, contemplates installation of radios in 1,500 more cars and busses, owned by the Capital Transit Co., which foresees $100,000 revenue bonanza from the commercials. At present 212 vehicles are equipped to provide music, news reports, public interest announcements and commercials.

R. C. Crisler, executive vice president of Transit Radio Inc., Cincinnati, hailed the decision as particularly significant in that all possible factors . . . were explored, considered and investigated."

The outcome will mean a considerable number of new Transit Radio installations in other important markets, augmenting those now operating in 19 cities, Mr. Crisler said. "Quite a number of transit companies have been marking time and, on the basis of the precedent now set, will conclude contracts without further delay," he added.

ORR ASSOCIATES

Name Baxter and Sullivan

TWO executives of Robert W. Orr & Assoc. have been promoted. John H. Baxter, who joined the agency in 1949 as vice president in charge of creative activities, has been made executive vice president and a member of the board of directors.

Eldon Sullivan, a vice president of the firm since its inauguration, has been made assistant to the president and a member of the board.

Docket Actions . . .

FINAL DECISION

WRTB (TV) Waltham, Mass.—Final decision by Commission en banc denying application of Raytheon Mfg. Co. for modification of CP for extension of completion date for new commercial television station WRTB (TV) at Waltham, Mass. (See story this issue.) Decision Dec. 19.

INITIAL DECISIONS

WDIA Memphis, Tenn.—Initial decision by Examiner J. Fred Johnson Jr., looking toward denial of application of Bluff City Bcstg. Co. Ltd. to change from 730 kc, 250 w unlimited to 1240 kc, 250 w unlimited. Decision Dec. 20.

WTUX Wilmington, Del.—Initial decision by Examiner Jack Blume looking toward granting application of Port Frere Bcstg. Co. for renewal of license of WTUX on 1290 kc, 500 w daytime. (See story this issue.) Decision Dec. 21.

KLX Oakland, Calif.—Initial decision by Examiner Fanney N. Litvin looking toward granting application of Tribune Building Co. to change from 910 kc 1 kw unlimited to 910 kc 5 kw unlimited, directional and install new transmitter and change transmitter and studio locations. Decision Dec. 21.

LaGrange Bcstg. Co., LaGrange, Ill.—Initial decision by Examiner Fanney Litvin to grant application of LaGrange Bcstg. Co. for new station on 1390 kc, 500 w daytime only. Grant subject to condition that applicant file within sixty days from date of grant, modification of CP specifying transmitter site and antenna system meeting requirements of Commission's Standards. Decision Dec. 22.

OPINIONS AND ORDERS

Voice of Cullman, Cullman, Ala.—In memorandum opinion and order denied petition of WKUL Cullman requesting application of Voice of Cullman for new station on 1300 kc, 1 kw unl. be set aside and granted said application subject to condition that legitimate complaints of blanket interference be satisfied. Order Dec. 21.

WGBF Evansville, Ind.—By Commission en banc, order denying petition by On the Air Inc., for severance and immediate grant to change power from 1 kw-N, 5 kw-LS to 5 kw unlimited on 1280 kc. Order Dec. 16.

WTOC Savannah, Ga., and Brennan Bcstg. Co., Jacksonville, Fla.—By Commission en banc ordered continued without date oral argument scheduled for Dec. 20, re applications WTOC and Brennan Bcstg. Co. Order Dec. 16.

Following actions taken on applications requesting operation on 770 or 1030 kc, clear channels:

(a) **WJZ New York**—Order dismissing without prejudice to refiling after final decision, petition requesting all applications for 1030 kc be withheld until decision in docket. These involve KARM Fresno, Calif.; KWSC Pullman, Wash.; KUTA Salt Lake City; KWBU Houston; KTHT Houston; KOB Albuquerque; Blackwell Bcstg. Co., Blackwell, Okla.; Rafael Ramos Cobian, San Juan, P. R.

(b) **KWSC Pullman, Wash.**—Returned to pending file application for operation on 1030 kc, 1 kw-N, 5 kw-LS DA-N until conclusion of clear channel hearing.

(c) **KWBU Corpus Christi**—Memorandum opinion and order dismissing without prejudice application for license to cover SSA on 1030 kc, 50 kw, local sunrise Boston, Mass. to sunset Corpus Christi.

RACING CASE

WTUX Renewal Favored

HORSE RACE programming came into focus again at FCC last week as the Commission reported an initial decision to grant renewal of license to WTUX Wilmington, Del., subject last spring of investigation upon complaint by local police authorities alleging that the station's race results broadcasts aided illegal gambling [BROADCASTING, June 20, July 4].

The initial ruling, by Hearing Examiner Jack P. Blume, concluded the programs questioned "were not intended or designed to be of assistance to persons engaged in unlawful activities, but were subverted to that end."

The report continued that although it could not be concluded the programs "were actually intended or designed to assist the carrying on of illegal activities, it is evident that they were broadcast with an almost reckless disregard of their potential use for this purpose."

However, in favoring renewal for WTUX, the examiner noted that the station's basic program policies were in the public interest although their implementation in actual programs in some respects may have been otherwise. He also noted that WTUX was a relatively new outlet, "managed by two inexperienced young men who, because of financial limitations, were without the benefit of experienced radio counsel."

(Abstract of decision will be carried in BROADCASTING *Jan. 2 issue.)*

FCC ROUNDUP

New Grants, Transfers, Changes, Applications

Box Score

SUMMARY TO DECEMBER 22

Summary of Authorizations, Applications, New Station Requests, Ownership

Class	Total On Air	Licensed	CPs	Cond'l Grants	Applications Pending	In Hearing
AM Stations	2,087	2,039	199		330	266
FM Stations	744	478	265	*7	49	28
TV Stations	97	30	81		353	182

* Four on the air.

CALL ASSIGNMENTS: KAZN Jefferson City, Mo., (Missouri Central Broadcasters, 900 kc, 250 daytime); KBMN Bozeman, Mont., (Penn Engineering Co. Inc., 1220 kc, 250 unlimited); KDMS El Dorado, Ark., (Cotton Belt Broadcasting Co., 1290 kc, 1 kw daytime); KPLW Plainview, Tex., (West Texas Broadcasters Inc., 1570 kc, 250 w daytime); KVMC Colorado City, Tex., (Colorado City Broadcasting Co., 1320 kc, 500 w daytime); WABG Greenwood, Miss., changed from WLBY, (Greenwood Broadcasting Co., 960 kc, 1 kw daytime); WNXT Portsmouth, Ohio, (Portsmouth Broadcasting Co., 1260 kc, 1 kw unlimited, directional); WSMF Dade City, Fla., (Seminole Broadcasting Co., 1310 kc, 1 kw daytime).

Non-Docket Actions . . .

AM GRANTS

Glenwood Springs, Col.—Glenwood Bcstg. Co., granted 1240 kc, 250 w fulltime; estimated cost $8,100. Principals: Douglas D. Kahle, manager KCOL Fort Collins, Col., 50%; Lewis W. Grove, branch manager, Mine and Smelter Supply Co., 50%. Granted Dec. 21.

Glenwood Springs, Col. — Western Slope Bcstg. Co., granted 1340 kc, 250 w fulltime; estimated cost $9,800. Copartners: R. G. and Charles Howell, co-owners KFXJ Grand Junction, Col. Granted Dec. 21.

Montevallo, Ala.—Shelby County Bcstg. Co., granted 730 kc, 250 w daytime; estimated cost $12,100. Sole owner is H. G. West, engineer for Louisville and Nashville Railroad. Granted Dec. 21.

Mooresville, N. C.—Wayne M. Nelson, granted 1350 kc, 1 kw daytime; estimated cost $12,400. Grantee is owner WEGO Concord and WAYN Rockingham, N. C., and is 75% owner WWNF Fayetteville, N. C. Granted Dec. 21.

WQAN Scranton, Pa. — Granted switch from 910 kc, 1 kw, share time with WGBI, to 500 w daytime on 630 kc. Granted Dec. 21.

WLBR Lebanon, Pa. — Granted change from 1 kw day to 1 kw fulltime on 1270 kc, install directional night. Granted Dec. 21.

WTTS Bloomington, Ind. — Granted power increase daytime from 1 kw to 5 kw, install directional day, operating on 1370 kc, 500 w night. Granted Dec. 21.

KOH Reno, Nev.—Granted modification of permit to reduce night power from 5 kw to 1 kw, operating on 630 kc with 1 kw day. Granted Dec. 21.

WIBC Indianapolis—Granted modification of permit to reduce night power from 50 kw to 10 kw on 1070 kc with 50 kw day. Granted Dec. 21.

KOPP-AM-FM Ogden, Utah—Granted assignment of license from James B. Littlejohn to KOPP Inc., new firm in which Mr. Littlejohn is president and owns 50.2% interest. Other principals include: George H. Lowe, attorney, vice president 24.16%; Riley R. Gibson, manager KOPP and station manager KREO Indio, Calif., 10.07%; Earl Lemon, one-third owner Servicecenter Inc. drug firm, 6.54% and Robert Sevy KOPP chief engineer, treasurer 5.76%. KOPP is assigned 730 kc, 1 kw daytime. Granted Dec. 22.

WGNY Newburgh, N. Y.—Granted acquisition of control of WGNY Bcstg. Co. by John Ben Snow from Merritt C. Speidel for consideration of $27,781 for 35% of stock. Mr. Speidel whose family holds 18% of stock will retain 5%. Mr. Snow becomes 75% owner. WGNY is assigned 1220 kc, 1 kw daytime. Granted Dec. 22.

Best Wishes
for a Prosperous
AM FM TV 1950

CONTACT THE NEAREST OFFICE OF THE EXCLUSIVE REPRESENTATIVES

BLACKBURN-HAMILTON COMPANY, INC.
MEDIA BROKERS

WASHINGTON, D. C.
James W. Blackburn
Washington Bldg.
Sterling 4341-2

CHICAGO
Harold R. Murphy
333 N. Mich. Ave.
Randolph 6-4550

SAN FRANCISCO
Ray V. Hamilton
235 Montgomery St.
Exbrook 2-5672

Trade Assns.

(Continued from page 31)

on audiences reached, presented in a manner more applicable to advertisers' problems, and secured through a system which lends itself to advertiser validation, are the only way I know of to prove the value of any medium and thereby get an equitable share of the total national advertising investment."

The radio industry, up to a point, has lived up to this responsibility through its support of the Broadcast Measurement Bureau, Mr. West asserts. "At ANA we know, because we have discussed it in detail with hundreds of members who use radio, that the type of information developed by BMB is what advertisers want." Mr. West, who sees radio as a growing industry and television with almost unlimited promise as a selling force, feels neither can be bought intelligently without uniform validated information on what it actually is capable of doing as an advertising medium.

Borton Statement

Elon G. Borton, president, Advertising Federation of America, says "1949 was both a disappointing and encouraging year in advertising."

Mr. Borton

Disappointing, says Mr. Borton, because with a buyers' market and a more sharply competitive selling situation, management saw fit to invest in advertising very little if any more than in 1948. With production only slightly off, with disposable personal income higher than ever before in our history, with distribution and not production the prime national problem, sales could have been available to do the needed job, he observes.

"Encouraging," he continues, "because advertising has done a more efficient job than ever before. Agencies, media and advertisers have thrown off the sellers' market attitude of the past eight years and buckled down to real work." There has been wider, more effective use of research, more thought and planning and preparing campaigns, more effort in advertiser-media-agency cooperation, a closer tie-in with sales promotion and sales effort.

Mr. Borton looks to a better 1950. More money will be spent; demand has caught up with production in almost all lines; selling will be more competitive and will need the help of advertising even more, he says. "Advertising people will work harder and more efficiently."

President Paul S. Willis of Grocery Manufacturers of America Inc. has this to say on the all important subject of groceries: "The growing interest of the American people in good eating and good living during 1949 enabled grocery manufacturers to maintain sales volume at, or close to, peak postwar levels." Total food store sales for 1949 were about $30.2 billion as compared with $30.5 billion in 1948. The small drop is due to lower prices Mr. Willis says, rather than to decreased tonnage. Including food consumed on the farm and in public eating places the 1949 total ran to about $52 billion, slightly below the 1948 figure.

Aggressive Selling

Aggressive advertising and sales promotion campaigns staged by the grocery manufacturers helped to maintain and stimulate public interest. Mr. Willis says, "As we enter the year 1950 and, incidently, the second half of the 20th century, the outlook for business is certainly on the hopeful side. Grocery manufacturers are optimistic as to the future and feel that there are real opportunities for increasing their sales volume and their services to the people." He sees nothing in the picture to indicate any serious increase in unemployment roles or lowering of wages. Nor is there much likelihood of any major change in the prices of retail food products during the year, he says.

Bond Geddes, executive vice president of Radio Manufacturers Assn., declared: "A sharp upturn in radio sales early last fall demonstrated that aural broadcasting service maintains its wide public appeal. Television, of course, held the spotlight during 1949 due to the remarkable rise in industry production and sales of TV sets.

Mr. Geddes

"More than 10 million radio sets, including auto receivers and portables, were produced in 1949 along with about 2,750,000 TV sets. Together, the dollar volume of manufacturers' sales of radio and television receivers reached a new high of more than $800 million as compared with about $750 million in 1948.

"After a slack spring and summer, radio set sales suddenly revived after Labor Day and many set manufacturers were unable to fill all orders. As a consequence radio receivers, as well as television sets, were distributed on an allocation basis during the last quarter of the year.

"Of significance to radio broadcasters is the growing proportion of television receivers equipped with radio reception facilities, either FM or AM or both. In 1949, about 20% of all TV sets produced were also capable of tuning in radio stations. If these are added to the count of radios produced, the total will be close to 11 million.

"The outlook for 1950 is for continued high sales and probably another record in dollar volume.

CLARKE R. BROWN has been named by John Blair & Co. as manager of its new Dallas office. Appointment, announced last week in Chicago by John Blair, president of the radio and television station representative firm, becomes effective Jan. 1. Blair company maintains offices in five other cities.

Industry estimates are for the production of 3,500,000 television receivers and 10 million or more radios. The radio-television industry is now geared to provide as many receivers—radio or TV—as the market demands."

William Guild, manager of CJOC Lethbridge, chairman of the board of Canadian Assn. of Broadcasters, in his year end review of business said:

"Use of national radio in Canada next year will show a rather sharp increase, judging by my contacts with station men and agency executives throughout Canada in the past two months. So far, national radio advertising has kept pace in 1949 with 1948, but the picture is increasing sharply. In western Canada, as an example, farm implement dealers are looking into radio and looking for programs. They have not been radio time users for many years.

Definite Trend

"There is also a definite trend among big national advertisers to use tested local programs in lieu of transcribed shows. A number of radio's biggest time users are making inquiries throughout Canada for such programs for the early part of 1950. My findings throughout Canada show there is no cutting back at all, rather an increase in the use of radio time is expected locally, regionally and nationally in 1950 in Canada."

Justin Miller, president, NAB, stated:

"Because the coming year, 1950, seems likely to be a year devoted in large part to better sales, better programming, and the continuing effort to reduce operating expenses, it may be interesting to point out that we, at the NAB, have already begun to anticipate these efforts.

"We are just now catching our collective breath after the most intensive series of district meetings in the history of the NAB, and a series which has certainly been the most popular among the members of this association.

Mr. Milller

"In these 17 meetings, they have attended hard-hitting sales sessions, hard-headed sessions on the control of costs, and sessions on audience measurement. The broadcasters have gone away from these meetings with new ideas on how to increase income and hold down expenses. Never before in the history of their NAB have they been so vehement in their praises of these meetings.

"This is a vital portent for 1950. It makes possible a sound prediction: That 1950 is going to be a good year for broadcasting. When the NAB Research Dept. gets around to tabulating the income figures for 1950, a year hence, we think that the totals—which have never ceased to rise since radio's beginning—are going to be larger than ever.

"Those are the tangible matters, past and future. There are equally important intangibles to be considered in 1950. If we were forced to consider only one of them, it might well be NARBA that we watched closely, first of all.

NARBA Conference

"The NARBA conference is to convene again in April, and the United States and Cuba are to discuss their special problems in the meantime. Failure to solve these problems can mean, for many United States broadcasters, a chaos that might well nullify every sales and programming effort they could make. The NAB is working diligently at this problem. We have every hope that the effort will be successful in 1950.

"Beyond this immediate problem, we will continue to maintain our customary, out-spoken vigilance in the field of radio's freedoms. No broadcaster who has counted our successes of 1949 and the years before can doubt that we will continue to move toward understanding in that field."

CBS-KOY CASE

Network Asks Case Dismissal

CBS Wednesday filed a motion with the federal district court, Chicago, for dismissal of the case brought by Salt River Valley Broadcasting Co. on behalf of KOY Phoenix and KTUC Tucson Nov 17.

Complaint of Salt River charges CBS with termination of an affiliation contract without due notice [BROADCASTING, Nov. 21]. CBS is expected to file a brief supporting its motion for dismissal within a week with Federal Judge William J. Campbell.

Representatives

(Continued from page 49)

will contribute to the increase in volume, he thinks.

1950 will be an excellent year for broadcasters, according to Clark B. Barnes, West Coast manager of Burn-Smith Co., Los Angeles. He says, "radio, particularly AM should increase its position in relation to other competitive advertising media . . . due to two sources: Steadily increasing results for the accounts using AM, plus the fact that more and more station owners and managers are becoming more promotion and merchandising minded." Specifically, Mr. Barnes expects a 10% increase in AM revenue while operational costs will go up 5% and general business throughout the country will remain the same. The local picture will remain constant also, he says, with added AM volume coming from a bigger advertising picture nationally.

Food advertisers in TV will be responsible for a great increase in the volume of the medium, according to Wilbur Eickelberg, resident partner of Keenan & Eickelberg, Los Angeles. This increase will be noted, both locally and nationally, in AM also, for which Mr. Eickelberg predicts a 20% jump. He expects general business to go up as much as 25%.

Grant Sees Increase

Gene Grant, owner of Gene Grant Co., Los Angeles, expects general business to remain the same throughout 1950, but not so for radio and TV. The former, he predicts, will be larger in the national and overall advertising picture, jumping 10% over 1949. Television will increase its importance as a source of advertising revenue by 50%, as Mr. Grant sees it. "Business has become more competitive," he says, and "as a result advertisers are gearing themselves to meet the challenge. I expect 1950 general business to hold to the last quarter of 1949, at least for the first six months." Automotive and food dealers are expected to increase their radio and TV budgets.

Chester J. Doyle, Los Angeles manager of the Branham Co., feels AM will lose a small margin compared to this year—some 15%; TV will go up 50%, and FM down 10%. General business probably will remain constant, he says, with most of the new advertising revenue coming into the media derived from food companies, automotive and appliance dealers. In general, the picture will not be altered so much, according to Mr. Doyle, who says, "Los Angeles will show no appreciable change as a source of network, national spot or national TV business. Regionally and locally, however, activity may exceed 1949, at least in TV."

Tracy Moore, owner of Tracy Moore & Assoc., Los Angeles, hopes for a prosperous new year on the basis of constant operating costs and an upswing in Pacific Coast radio and TV intake. New or expanding sponsors will be food, household items and appliance dealers, as Mr. Moore sees it. Voicing his confidence in 1950, he says: "All of us who sell harder and try to sell more intelligently will find the year coming up a good one."

Mr. Moore

Mr. Gale

Jack Gale, manager of the Hollywood branch of Paul H. Raymer Co., feels that the Pacific Coast area is coming into its own. "The rapidly increasing population of the West has resulted in better business for all firms selling products in this area . . . Television is making rapid strides forward but not at the expense of well established AM stations which are continuing to maintain a high volume of billing." Mr. Gale sees an upswing in the AM picture and business as a whole. New revenue will come into broadcasters' hands from food, drug, electrical appliances, automobile dealers and beer and wine distributors, he predicts.

Benton Paschall of Western Radio Sales, Hollywood, feels that "longer term radio contracts due to better stabilization of business generally, and proven ability of radio's power to produce sales results will be evident in 1950. There will be more contracts for longer periods of time in 1950 because radio 'came through' in 1949, the first *real* test year for radio since the war." Overall revenue from radio will be larger next year, according to Mr. Paschall, noting a 10% increase in AM, a 25% increase in TV and a slackening off of FM by 10%. Operative expenses will be down 5%, he predicts, and general business will upsurge by 10%. Sponsors adding to their budgets will be mostly in the drug, food, cosmetic manufacturing or new products divisions.

Spokesmen for the midwest representative firms centered in Chicago share in the optimism expressed on a national scale. George P. Hollingbery, head of the firm of the same name, feels that prospects for AM radio are excellent for the first six months of 1950. Money contributing towards the upsurge in TV expected by Mr Hollingbery will come from food, drug and automobile advertisers, who will seldom decrease their AM appropriations.

Mr. Hollingbery

Tom Peterson, Chicago manager of Taylor-Borroff, feels that the use of spots by food manufacturers in the last two or three months of this year point to a good year for AM in 1950. He has observed what may be a trend in the use of radio by automotive and seed manufacturers in the Midwest.

From Chicago comes the statement that Transit Radio is expecting a big year in 1950, according to Carlin S. French, western sales manager.

"Based on the volume of AM business being placed this fall and winter," John Blair, president of John Blair & Co., and vice president of Blair TV Inc., says: "I am confident that national spot business for the first six months of 1950 will at least equal the first six months of 1949." He feels that local accounts will profit from the concentration by large advertisers in selected areas, and is hopeful about the future of TV in Chicago and its environs.

In Detroit, William W. Bryan, manager of the Free & Peters Inc. office there, also feels that automobile sponsors will be key figures in a year of increased revenue for broadcasters. He looks for FM to undergo no change, but for both AM and television to swing upward. The level of general business throughout the country will go up approximately 5%, predicts Mr. Bryan. Bright side for national spot business, he suggests is in the "fact that large automobile concerns have discovered that our medium delivers floor traffic . . ."

An outlook "as bright as the Texas sun" is expected for 1950 by station representatives in Dallas. Clyde Melville, manager of the Dallas office of Taylor-Borroff & Co., says "signs are pointing to a new stability of thinking in spending the advertising dollars. This will reflect itself in a healthier, brighter radio picture in 1950 as compared with 1949, a year in which this stability was not apparent. It looks like an overall better year for the radio business." A general increase in all business is expected by Mr. Melville.

Mr. Melville

Buell Herman of the Dallas branch of Edward Petry & Co. looks for a big year in national spot radio and a boom in television. He predicts the latter will increase 500%. General business and radio overhead will stay about the same. New money will come into the broadcasting industry from food and beverage dealers, he says. "Many advertisers who switched to other media when the newsprint shortage was over found they could not effectively reach the rural and small town audience without radio and are reverting back to the coverage outlets," Mr. Herman notes.

"Radio advertising is definitely on the upgrade in this market [the Southwest]," according to Frank Brimm, southwest manager of the Katz Agency in Dallas. He continues: "New advertisers are feeling their way along in radio and many of the spot advertisers are increasing their budgets for the new year." His firm hopes for large national accounts during 1950, with a 30% increase in TV and a 10% rise in AM. FM, Mr. Brimm feels, will decrease by 15%; national business in general will increase 10%.

Echoing the cheerful outlook of his fellow-Texans in Dallas is Joe Evans, manager of the Ft. Worth branch of Free & Peters Inc. Mr. Evans expects a 5-10% increase in AM station business and a rise of 40% in TV business. He thinks the general business picture will remain about the same.

WMCA-FM TO QUIT

Epilogue to Famed N. Y. Case

OFFICIALS of WMCA-FM New York, one of the principals in the famed New York FM case of 1947-48, announced last week the station would cease operations Dec. 30 for economy reasons.

Thus one of the five most heatedly contested FM channels in the U. S. two years ago becomes available again.

"Operating FM at WMCA is like having a champagne taste with a beer pocketbook," said Norman Boggs, general manager. "Our major problem is reduction of costs, and even the staunchest supporters of FM radio admit that profitable FM broadcasting is far in the distant future. Since WMCA is unwilling to maintain this expense for such an indefinite period, we are discontinuing FM."

Operating costs of WMCA-FM, which went on the air last Dec. 25, are estimated conservatively at $25,000 a year.

Cessation of the FM operation is part of a continuing effort by WMCA management to cut operating costs. It does not affect the AM station's activities.

WMCA won its FM grant in a protracted contest involving 17 applicants for five channels. The contest went through an FCC hearing and three decisions before it was finally ended in the spring of 1948 [BROADCASTING, April 12, 1948]. WMCA was one of the winners in all three decisions—proposed, final, and revised final.

WMCA-FM will go off the air at sign-off at 9 p.m. next Friday. The station has been operating on 92.3 mc with duplicated programming of WMCA from 3 to 9 p.m. daily.

Mr. Boggs said no decision had been made regarding disposition of the physical equipment, transmitter, etc. It reportedly has been offered for sale for several months.

Nathan Straus, president of WMCA Inc., was quoted as saying he had tried to "give the station away" but had not found anyone desirous of competing with AM and television.

At Deadline...

AT&T ORDERED TO BROADEN TV INTERCONNECTIONS

FCC ORDERED AT&T Friday to amend its policy effective March 1 to permit interconnection of its network television facilities with those of private broadcasters.

Upholding broadcasters who argued telephone company's interconnection ban is impeding TV development, Commission in lengthy report made final last September's proposed finding that ban is "unjust, unreasonable and unlawful" [BROADCASTING, Sept. 12].

FCC also called hearing to start Jan. 25 on whether it should require interconnection of AT&T intercity TV facilities with those of Western Union, currently consisting of reversible radio relay between New York and Philadelphia. Question of through routes and joint rates to be explored in hearing.

Under FCC's ruling, interconnection with privately owned facilities will be required until Commission rules that common carriers have enough channels available to meet telecasters' demands.

This applies, FCC said, to furnishing of AT&T intercity TV facilties to subscribers who:

"(1) desires to have such channels and facilities interconnected with broadcasters' intercity video transmission channels and facilities by radio relay, authorized by this Commission pursuant to its announced policy of permitting such intercity operations by TV broadcasters until such time as common carriers have adequate intercity video channels available to meet the demands of the broadcasters for such channels;

"(2) desire to use such intercity channels and facilities in connection with TV broadcasters' private mobile radio pickup equipment authorized by the Commission; and

"(3) desire to utilize such intercity video channels in connection with intercity video transmission networks partially constituted by direct pickup and relay of the TV broadcast signal of a TV broadcast station."

Western Union also was ordered to file new tariffs by March 1 specifically permitting interconnection of its facilities. Officials said WU policy does not forbid interconnection, indicating FCC order was designed to get WU as well as AT&T definitely on record.

FCC's report was based on exhaustive hearings held in fall and winter of 1948 as part of general FCC investigation of AT&T and Western Union network television rates. Hearing on rates themselves is yet to come. Leading fight against interconnection ban were Allen B. DuMont Labs., Philco Corp., and Television Broadcasters Assn.

WHAT-WTEL DELAY

EFFECTIVE date for abolishment of share-time arrangement between WHAT and WTEL Philadelphia set aside by FCC Friday pending disposition of petitions for rehearing filed by WTEL and WEEU Reading, Pa. WHAT and WTEL share time on 1340 kc, latter with 250 w and former with 100 w. FCC ruled Sept. 28, effective in 90 days, that WHAT would use 1340 kc fulltime with 250 w while WTEL would move to 860 kc with 250 w daytime [BROADCASTING, Oct. 3]. WEEU assigned 1 kw day on 850 kc.

KRSC SEATTLE ACQUIRED BY SHELDON SACKETT

SHELDON F. SACKETT, West Coast broadcaster and publisher, has acquired KRSC Seattle for $112,000, subject to FCC consent. P. K. Leberman and associates, present owners, retain cash on hand and accounts receivable. Sale follows their disposal of KRSC-TV and KRSC-FM to KING Seattle in $375,000 transaction [BROADCASTING, May 16].

Mr. Sackett is president of KROW Oakland; KOOS Coos Bay, Ore., and KVAN Vancouver, Wash. He formerly owned *Seattle Daily Star* for short period before it ceased publication in 1947.

Fred F. Chitty, KVAN and KOOS general manager, reported to direct KRSC, which operates on 1150 kc with 1 kw. Transaction handled through Blackburn-Hamilton Co., media brokers.

WWDC SALE ON FILE

FORMAL application for $125,000 sale of WWDC-AM-FM Washington to Peoples Broadcasting Corp., operator of WRFD Worthington, Ohio, filed with FCC Friday [BROADCASTING, Dec. 12, 19]. Capital Broadcasting, WWDC owner, earlier received Commission approval for $300,000 purchase of regional WOL-AM-FM Washington from Cowles interests conditioned upon sale of WWDC properties. Capital Broadcasting, owned chiefly by Joseph Katz, Baltimore agency executive, will retain WWDC-FM frequency under WOL-FM call as Washington's Transit Radio service in conjunction with Capitol Transit Inc. Peoples Broadcasting is wholly-owned subsidiary of Farm Bureau Mutual Automobile Insurance Co. WWDC assigned 250 w fulltime on 1450 kc.

RYAN CAMPAIGN

RYAN CANDY Co., New York, through Blaker Advertising Agency, also New York, is introducing on Jan. 1 Hopalong candy bar, to retail for five cents. Bar will be promoted in spot radio and TV campaign, in general market areas from New England and New York to Washington, and as far west as Pittsburgh. Tie-in campaign using William Boyd's pictures planned, with copy aimed at both adult and juvenile audience. Vitamin content of candy will be stressed in appeal to mothers. Harold L. Tuers is account executive.

NBC USING BLACK SCREEN

NBC-TV now using black screen developed by Trans-Lux Corp. in conjunction with network's new rear-screen projection process, O. B. Hanson, NBC engineering vice president, announced Friday. Known as Tele Process screen, new device said to absorb reflected light which causes loss of detail on usual white screen, providing better pictorial values.

JOEL E. BROWN

JOEL E. BROWN, 73, president of Don Lee Motors Corp., Los Angeles, and father of Willet H. Brown, president of Don Lee Broadcasting System, died Dec. 22 from a heart ailment. Funeral services were held Dec. 24 with interment at Inglewood Park Memorial Park. Surviving besides his son are his wife and two daughters.

Closed Circuit

(Continued from page 4)

election in January and some members feel it desirable to have old board meet with new members to indoctrinate them. Plan to come up at February meeting.

YOUNG & RUBICAM, N. Y., looking over availabilities for spot announcements campaign for Packard Motor cars.

IF AND WHEN hearings are called by Senate Interstate Commerce Committee on McFarland Bill (S-1973) for reorganization of FCC and far-reaching changes in regulatory procedures, it's expected that one of first witnesses to be called will be Comr. Robert F. Jones, who in general has supported McFarland reorganization provisions and opposed FCC plans for functional realignment [CLOSED CIRCUIT, Dec. 12].

GENERAL FOODS, New York, through agency, Young & Rubicam, preparing spot announcement campaign for La France blueing.

FITCH SHAMPOO, Des Moines through agency, Harry B. Cohen, New York, understood preparing spot campaign to start mid-January in approximately 40 markets.

NEGOTIATIONS for sale of Generoso Pope's WHOM Jersey City due to culminate this week. Under his contract for $512,500 purchase of Crosley-owned WINS New York, he must name buyer of WHOM by Dec. 30.

JENKINS JOINS AGENCY

JOSEPH A. JENKINS, manager of WNBK (TV) Cleveland, has resigned to become assistant to William Schroeder, radio and television director of Ketchum, MacLeod & Grove Adv. Agency, Pittsburgh. He will supervise the agency's television activity. Mr. Jenkins joined WNBK as program manager Feb. 15 and was advanced to manager May 1. Charles C. Bevis Jr., former WNBK manager, was made director of NBC owned-and-operated TV stations and Philip Worcester was named program director of WNBK in that executive move. Mr. Jenkins, former NBC page, was assigned to TV production at the New York World's Fair. He supervised the first telecast of Pope Pius from Vatican City.

MEETING SET

JOINT government-industry committee to obtain intensity measurements of line radiating devices and systems, established as six working groups at FCC meeting last August, to meet at Commission March 21 for report on studies. Deadline extended from Jan. 17.

TV HITS TRANSIT

TELEVISION cited as factor in reducing trolley and bus riding at night in Milwaukee during hearing before Wisconsin Public Service Commission. Transport Co., Milwaukee, applying for right to increase fares. Company official said TV keeps many people home at night. Number of Milwaukee sets as of Dec. 1 placed at 60,546.

TIBBETT ELECTED

GENE TIBBETT, general manager of WLOX Biloxi, Miss., elected president of Mississippi Gulf Coast Advertising Assn. Formerly manager of WMOX Meridian and WELO Tupelo, Mr. Tibbett is also district commander of the American Legion and vice president of Biloxi Rotary Club. Association covers Mississippi Gulf Coast and south Mississippi.

XUM

TWICE as much in the 9th largest TV market!

In four months, the number of television receivers in use in the area served by WLW-Television . . . microwave-linked stations WLW-T, Cincinnati; WLW-D, Dayton; and WLW-C, Columbus . . . has nearly doubled!

The WLW-Television area embraces 3¼ million people—935,000 families—80,250 TV set owners.* It is the 9TH LARGEST TV MARKET IN THE NATION . . . the 4TH LARGEST TV MARKET IN THE MIDWEST.

Further, the cost-per-potential-viewer on WLW-Television is as low as 36c per thousand . . . the 3RD LOWEST IN THE MIDWEST.

This phenomenal rate of growth in TV set ownership means that by selecting WLW-Television today, you will soon be buying the lowest cost television, per potential viewer, in the Midwest . . . in one of the Midwest's largest TV markets . . . with rate protection for six months.

For further information, contact any one of the WLW-Television sales offices in New York, Chicago, Hollywood, Cincinnati, Dayton or Columbus.

As of November 1, 1949

WLW-TELEVISION

WLW-T CINCINNATI WLW-D DAYTON WLW-C COLUMBUS

Television Service of The Nation's Station • Crosley Broadcasting Corporation

Deep are their **roots**

With television you see far beyond the horizon. Radio brings sounds from around the world. Electron microscopes peer deep into the world of the infinitesimal.

These, and other "leaves" on our new tree of knowledge, are rooted in creative research—as carried out at RCA Laboratories in Princeton, N. J. Here, research scientists seek new scientific principles, improve on old ones, or put them to new uses.

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Examples include: Sharp-eyed Image Orthicon television cameras, television picture tubes, compact portable radios made possible by tiny electron tubes, the 45-rpm record-playing system with the fastest record changer ever devised and distortion-free records.

Research in your behalf: Creative research into new principles is another way in which RCA Laboratories work to improve your way of living. Leadership in science and engineering adds *value beyond price* to any product or service of RCA and RCA Victor.

Examples of the newest advances in radio, television, and electronics—in action—may be seen at RCA Exhibition Hall, 36 West 49th Street, N. Y. Admission is free. Radio Corporation of America, Radio City, N. Y. 20.

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